

Stapleford Town Deal

Bid 2021



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Executive summary



We have a big ambition for Stapleford, a small town with a big heart and even bigger potential. We are proud of our heritage, our ambition and our community spirit. Today, we have an exciting, once-in-a-generation opportunity to forge a prosperous and inclusive new future and build a lasting legacy for everyone.



With your investment, we will:

- Create a reinvigorated, reimagined town centre
- Encourage an influx of new businesses, local skills development and sustainable job creation tied to the green economy
- Build new sports and recreational facilities that enhance standards of living
- Provide an improved cycle network and better public transport with stronger connections in readiness for HS2

Together, Stapleford will stand as a model for what a small town can achieve. **It's our time to shine.**



This fund will enable Stapleford to:

- Offer excellent walking and cycling routes for all
- Create a thriving town centre, ready for future private sector investment
- Create a secondary community based centre on Hickings Lane Recreation Ground, offering up-to-date community facilities
- Flexible office space, facilitating local business development for start-up and upscaling businesses
- Increase educational attainment of the local workforce, creating a more productive local economy

Stapleford stands equidistant between Nottingham and Derby city centres, on the western edge of Nottinghamshire.

Rich in history and heritage with a number of notable figures born and bred in the area, the river Erewash and Erewash canal run along the western edge of the town. As a central point for trade in the late 18th century, Stapleford's economy benefited from its proximity to this large piece of economic infrastructure. Fast forward to the present day and Stapleford is once again experiencing high levels of population growth. This plan aims to ready Stapleford for this influx of people.

Having received little to no private or public sector investment for a considerable number of years, Stapleford is set to receive a large influx of growth including:

- 2,490 new homes (35% increase) across 5 developments sites
- A regional HS2 hub station
- Innovation campus

These developments, all within a close proximity to Stapleford are planned for the next 20 years. It is essential this fund is used to ready Stapleford and the town centre to meet the increased demand, positioning Stapleford for the future. To do this, public sector support is required to address some of the challenges Stapleford currently faces.

This strategy aims to lay the ground works for private sector investment by addressing these challenges for Stapleford. We aim to kick start the High Street, increasing occupancy and footfall figures through a new enterprise hub, located centrally in the town centre. This facility will offer local businesses space to develop and grow through increased office space and an indoor/outdoor market facility.

In addition we will be looking to offer a short term Covid-19 Recovery Grant Scheme for high street businesses. This will aim to facilitate recovery and future proof Stapleford Town Centre. Alongside this we are proposing updated traffic calming measures in the town centre to create a more attractive place to walk and cycle.

To decrease overall reliance on cars, we are proposing to invest heavily in cycle infrastructure, connecting the north of Stapleford up with the south and our residential areas, with key sites around Stapleford. Secure cycle parking and wayfinding signage will be provided for those using this facility. Ultimately creating Stapleford's 'Cycling Super Highway'; improving Stapleford's local connectivity routes.

We will also be supporting residents to gain entry level qualifications, starting them on their lifelong learning journeys.

We propose to create additional space for existing adult education provision through an extension to Stapleford library. We also aim to increase overall participation in education and learning through a pavilion facility and outreach worker post; to ensure opportunity is afforded to all of our residents.

All of the facilities we are proposing will be developed to ensure full accessibility to all of our residents.

Each of the projects has been split in to one of three themes:



1. Excellent connectivity locally, regionally and nationally

- Cycle Super Highway and associated infrastructure



2. Sustainable and inclusive economic growth

- Town Centre Enterprise development
- Covid-19 Recovery Grant Scheme
- Town Centre Traffic Management Strategy
- Additional Learning Facility



3. Health and wellbeing improvement

- Pavilion Facility

Each of these projects links in with the local, regional and national strategic landscape. Specifically, this TIP will meet the aims of the UK Government's Clean Growth Strategy. All new buildings will be energy efficient. We aim to decrease reliance on fossil fuels through the generation of the Cycle Super Highway, decreasing people's use of vehicles.

These projects have been developed through consultations with a number of different partners, including; Towns Deal Stakeholder board, two public consultations (respondents included both businesses and residents), ongoing social media and email bulletins and through the Government's MyTown portal.

This feedback combined with a good understanding of the challenges Stapleford faces, has led to the development of a portfolio of projects we trust will support Stapleford to become a town for the future.

It should be recognised that altogether the projects proposed by this bid have been developed to advance Stapleford in its own right, whilst also complementing the HS2 station proposal, supported by the additional housing developments in the surrounding areas.



Summary of Projects

Project	Summary	Total Cost	Fund ask	Co-funding
Cycle Super Highway	A project designed to support the implementation of cycle and pedestrian improvements in Stapleford, transforming the way residents and visitors travel around the town.	£7,690,097	£5,320,229	£2,369,868
Town Centre Traffic Management Strategy	A project designed to transform the existing flow of traffic through the town centre, by prioritising pedestrians and cyclists.	£3,487,362	£3,487,362	
Town Centre Enterprise Development	A transformational town centre regeneration project within Stapleford Town Centre, with the intention of propelling future town centre investment. The project will introduce a new Market Hall Facility, flexible office accommodation and a community garden along with public realm improvements.	£7,320,534	£5,310,800	£2,009,734
Town Centre Recovery Fund	This Recovery grant fund will offer vital support to high street businesses in Stapleford. The fund will be split in to two grants to support different aspects of business recovery.	£1,000,000	£1,000,000	
Skills and Education Facility Improvement	The catalyst for a long-term vision of addressing the skills shortage within the town. The project will create additional facilities within the heart of Stapleford to deliver entry level skills whilst enhancing on the existing offer. The project will include feasibility for future Skills projects to continue the skills journey for Stapleford residents.	£1,775,437	£1,552,622	£222,815
Community Pavilion	The transformation of existing leisure facility to accommodate both immediate and future needs of the community. The project aims to provide a central pavilion facility. The opportunity will create collaboration and co-location between existing community centres, allowing future development sites to be released.	£7,542,907	£7,542,907	
Totals		£28,816,338	£23,219,920	£4,602,417

Gross Value Added:

Retail	£1,755,906
Workspace	£5,539,246
Food services	£202,081
Library	£20,107
Total	£7,517,340

*GVA p.a. (2020 prices)



Section 01

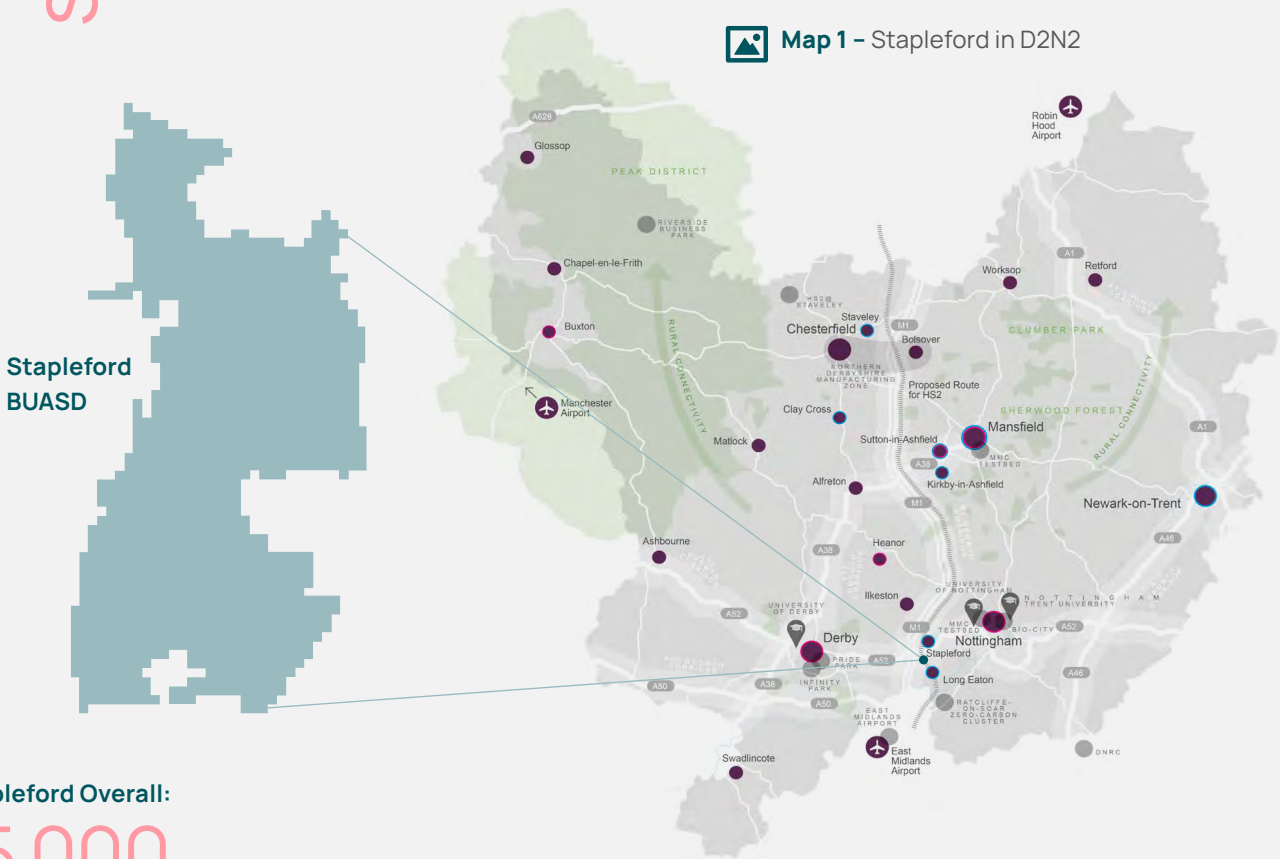
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Our Town

1.0 Stapleford Now

Stapleford is a proud town, with a rich history and heritage, committed to forging a prosperous, inclusive future. With boundless opportunities arising our town is full of potential. We are committed to building the foundations for a strong local economy that will ultimately meet Stapleford's long-term needs.



Stapleford Overall:

15,000
Population

3 Wards

Stapleford North, Stapleford South East and Stapleford South West

Population by Ethnicity:

White	95.8%
Mixed heritage	1.5%
Asian	1.5%
Black, African and Caribbean	0.7%
Other	0.2%

Population by age:

0-17	21.7%
18-64	59.0%
65+	19.3%

English is the main language



1.1 Stapleford Town

Stapleford town sits on the western edge of Nottinghamshire in the south of the D2N2 area.

Located advantageously between Nottingham and Derby city centres, strategically based to support growth across D2N2. It takes roughly 30 minutes to walk from north to South, with the majority of residential areas being a 20-minute walk to the town centre. With the advent of the High Speed 2 station at Toton, to the south of Stapleford, this town has the opportunity of becoming one of the most connected towns in the UK.

1.1.1. History and Heritage

Stapleford stands within a long and rich history, dating as far back as the Triassic Period, with the Hemlock Stone at the summit of Stapleford Hill. Stapleford's social history is no less marked; having continually been home to a thriving community from the Triassic period, continuing through into the Domesday Book and flourishing to this current day.

Throughout the years, this unique place has been home to several renowned persons including Arthur Mee, Sir John Borlase Warren, Frederick Attenborough and Walter Parker VC, all of whom testify to Stapleford as home to people undeterred by challenge and forged by a distinct community spirit.

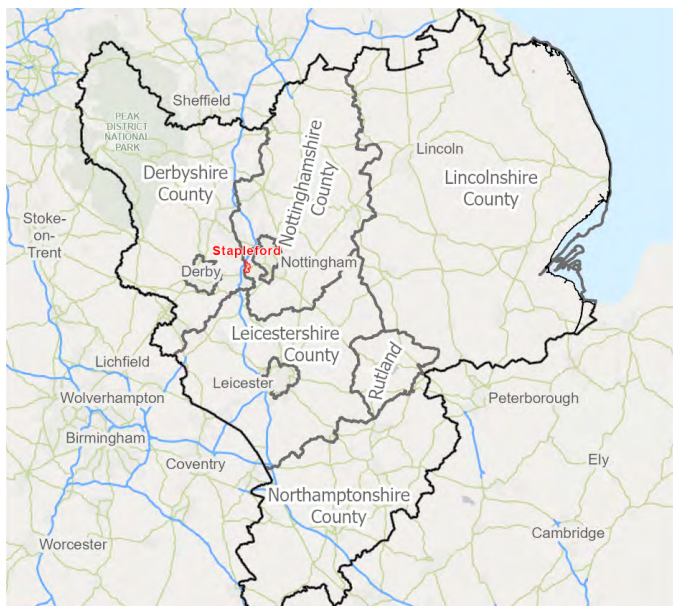


1. Sir John Borlase Warren.
2. Arthur Mee
3. Frederick Levi Attenborough
4. Walter Richard Parker VC

1.1.2. Connectivity and Infrastructure

Fast forward to the present day and Stapleford sits at the heart of England and the Midlands region. With convenient access to the M1 motorway, connectivity via road to the wider region is easily accessible, as demonstrated in Map 2. National public transport links however are lacking with the need to access either Derby or Nottingham city centres for the national rail and bus networks; something that would be addressed through the plans for the HS2 station, to be located just south of Stapleford at Toton Sidings.

 **Map 2** – Stapleford's regional connectivity



Locally, southern parts of Stapleford boast good public transport links via the tram and buses to surrounding towns and cities. This provision is however lacking for the most northern parts of Stapleford, contributing to an isolated northern section. Journey times by car to either Nottingham or Derby city centre take roughly 20 minutes, outside peak journey times.

Sitting on the area border between Nottinghamshire and Derbyshire as demonstrated in map 2, Stapleford is 10 minutes north of the Leicestershire border via the M1 motorway. Stapleford sits 10 miles north east of East Midlands Airport, 2 junctions and 15 minutes down the M1 motorway. This serves Stapleford with good connections to key business destinations worldwide.

Stapleford is also situated less than 1-mile north of Toton Sidings, the proposed development site for a major hub station on the HS2 Network. This station will be serviced by up to 14 high speed trains per hour, including connections to London (within 52 minutes), Leeds (within 27 minutes) and Birmingham (within 20 minutes). Indeed, over the last five years, the East Midlands region has had the lowest total public sector capital expenditure per person on transport during 2016-17 and 2017-18. In 2018-19 the East Midlands received a total of around 4% of the total capital expenditure across the UK, the second lowest after only Yorkshire and the Humber.

This proposal would rectify this severe underinvestment, bringing the East Midlands back on to a level playing field with the rest of the UK.

 **Map 3** – Stapleford and High Speed 2



Owing to the presence of the new HS2 station as shown in map 3, Toton, Stapleford and neighbouring towns have the potential to become a beating heart of economic growth within the East Midlands. With plans for:

- A high-tech Innovation Campus (yielding 6000 highly skilled jobs)
- Garden villages
- Up to 2,490 new homes

In addition, the site of Ratcliffe on Soar power station, eight miles south of Stapleford, in a neighbouring constituency, will be redeveloped into a National Centre of Excellence for green energy generation, with potential for a low-carbon Gigafactory and emerging plans for Britain's greenest Freeport. Government has already supported the creation of a Development Corporation to oversee this huge regeneration project, set to create 84,000 jobs in this region, undoubtedly this has the potential to change the lives of a generation in and around Stapleford. As echoed by The Rt Hon Robert Jenrick MP, Secretary of State for Housing, Communities and Local Government in the Planning for the Future White Paper, published in August 2020:

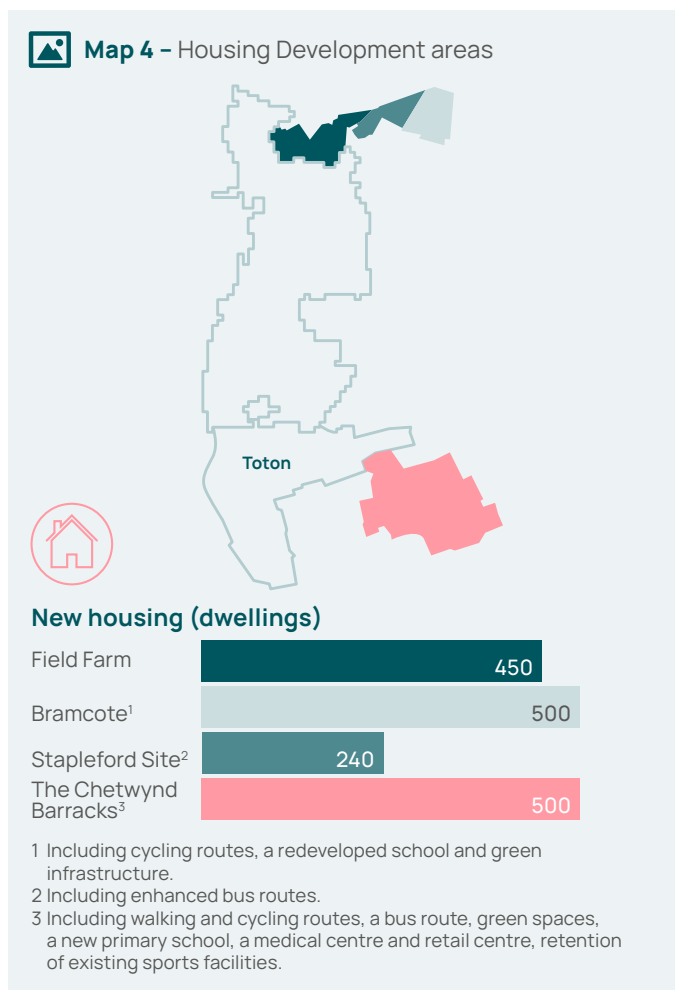
"As we bring forward planning reform, we also want to ensure we have in place the right delivery mechanisms, including development corporations.

A good example that we are already progressing is development at Toton in the East Midlands, where we have announced our intention to support the establishment of a development corporation to maximise the area's international links and create tens of thousands of new homes and jobs. We want to see more schemes of this kind, backed by modern delivery models, around the country." (p. 69).

To take account of this wider picture, this TIP must complement the work that is happening in neighbouring Toton developments, harnessing the potential of this plan to enhance regeneration emerging over the next 20 years. This Investment Plan offers a vision for Stapleford with initial interventions laying the foundations for future inward investment. Whilst the interventions proposed look to develop Stapleford alone, the plan also complements the HS2 developments, enabling local residents to take advantage of future opportunities.

With a rejuvenated cycle and bus network and through maximizing the use of residential living space within the town centre, there is great potential for a flourishing night-time economy as well as additional skills facilities to support local residents. With the vast amount of economic regeneration as a result of HS2 station and freeport proposals, Stapleford has the opportunity to emerge as the established town and high street central to it all.

Broxtowe's Local Plan Part Two, has allocated up to 2,490 new dwellings across 5 large housing sites. This equates to a 35% increase in housing across Stapleford. These include; Chetwynd Barracks development to the South East, Bramcote (east of Coventry lane) and Stapleford (west of Coventry Lane) to the North East and the Field Farm development to the North. As demonstrated in map 4. There are two smaller unallocated developments located at Moults Yard and the Sandiccliffe site, the number of dwellings is yet to be determined.



1.1.3. Local Economy

There are roughly 37,000 jobs within Stapleford split across a number of sectors and areas.

¹ Parliament. House of Commons (2019). High streets and town centres in 2030: Eleventh Report of Session 2017-19 (HC 2018-2019 (p.18-19)). London: The Stationery Office.

Stapleford has five dedicated industrial sites quite evenly distributed throughout the area as demonstrated in map 5.

- Stapleford Road, Trowell: 12 businesses
- Hickings Lane: 4 businesses
- New Road Industrial Estate: 6 businesses
- Pasture Road and Silicone Altimex (split between two sites): 12 businesses
- Former Dye works Site, West End Street
- Palmer Drive and Bessell Lane (Stapleford's largest employment site): 17 businesses

These sites are complemented by the town centre which sits to the southern end of Stapleford. As you can see from map 6, it spans roughly ½ a mile in length, a linear high street that comprises a collection of businesses. These include a number of charity shops, home/interior businesses as well as an estate agents and a couple of supermarkets. Markedly, it lacks a clear degree of hospitality businesses and it equally lacks in banks and building societies, all of which, as attested to in a number of reports, play a pivotal economic and social role on UK high streets¹.

With the recent restrictions implemented as a result of the Covid-19 outbreak, businesses across Stapleford have been adversely affected. Whilst some have benefited from local financial support schemes, many are still struggling to get back to pre-restriction operating levels. In addition, Stapleford residents have seen a sharp increase in unemployment levels throughout the pandemic.

What is clear from the November 2020 figures for the unadjusted claimant count published by the House of Commons Library, is that here were 2,590 actual claimants in Broxtowe constituency in November 2020, which was 4.2% of the population aged 16-64. This was 20 higher than October 2020 and 1,330 higher than March 2020, before the UK lockdown began. There were 535 claimants aged 18-24 in November 2020, 275 higher than March 2020. The figures show the growing increase in demand on the benefit system in Broxtowe, particularly among the 18-25 demographic, as a result of the Covid-19 pandemic restrictions. It is therefore essential the proposed projects offer support to business recovery in the short, medium and long term creating new employment opportunities, developing a thriving resilient economy.



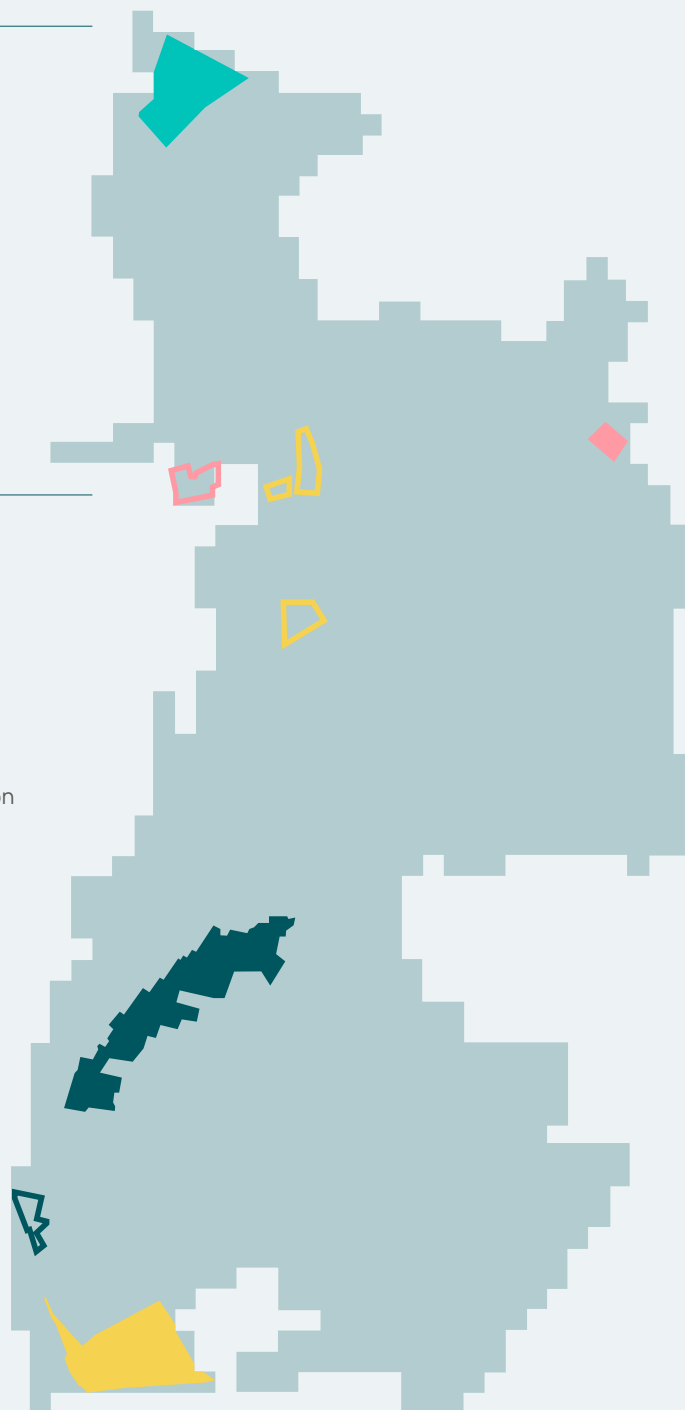
Map 5 -

Stapleford's employment sites and Town Centre

■ Stapleford Town Centre

Employment sites

- Former Dye Works, West End Street
- Hickings Lane Stapleford
- New Road, Stapleford
- Palmer Drive (including Bessell Lane, north of A52)
- Pasture Road (including Silicone Altimes)
- Stapleford Road Trowell

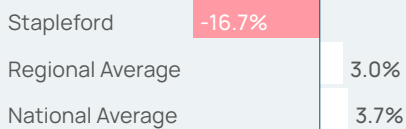


Employment

Most regionally deprived **13.8%** in education

Claimant count **4.04%**

Employment growth



Median Salary **£25,024**

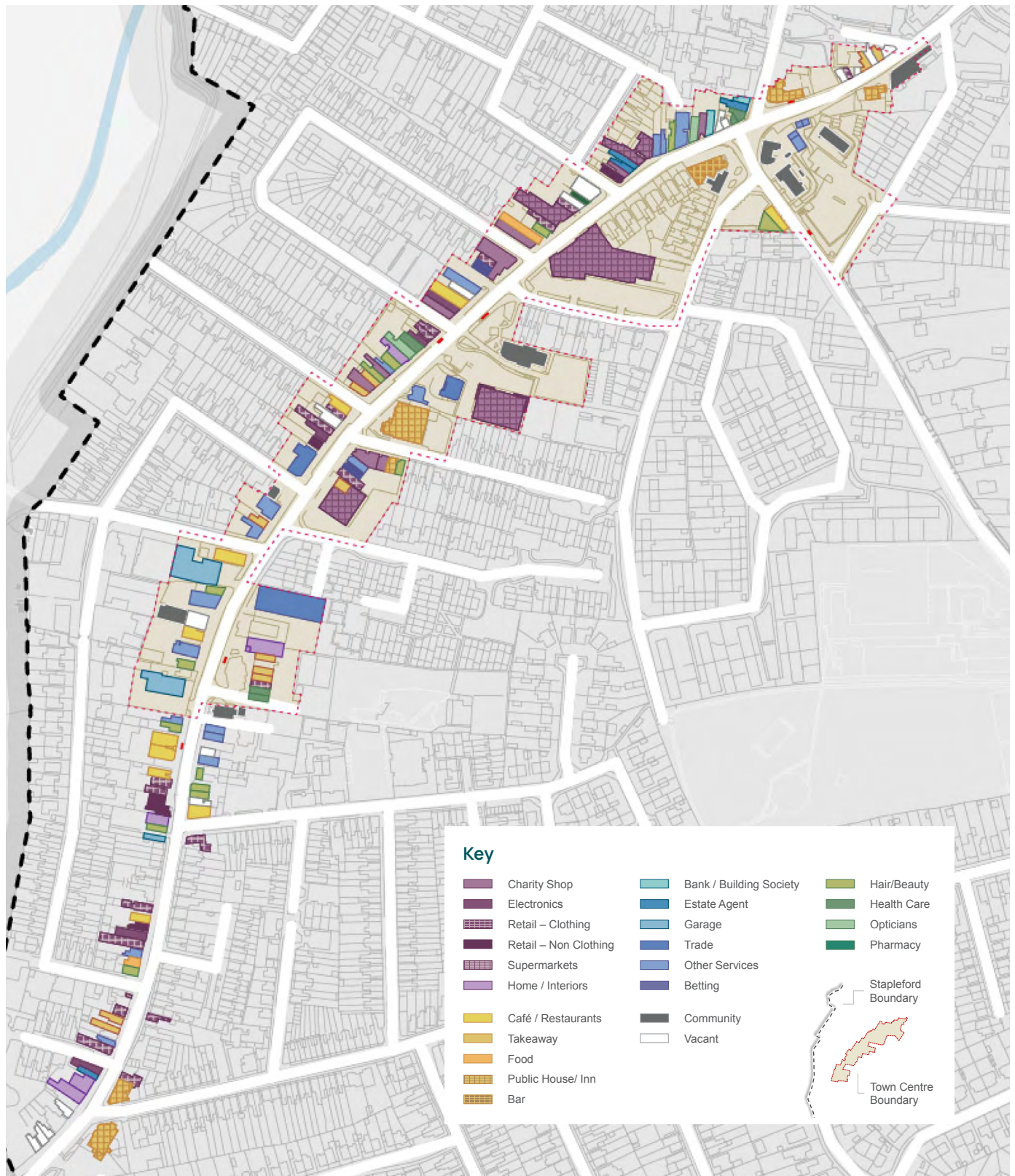
Highest employment sector;
Wholesale and retail trade;
repair of motor vehicle sector = 7,400

20% of total jobs

(Development of sector)



 **Map 6 – Stapleford Town Centre**



1.2 Strengths, Challenges and Opportunities for Stapleford

Broxtowe Borough Council on behalf of the Towns Deal Executive Board, commissioned a SWOT analysis from Arup to review Stapleford's strengths, weaknesses, opportunities and threats.

The headline findings from this report are outlined below. The full report can be viewed at appendix 1.

1.2.1. Built Place Assets and Strengths

One of Stapleford's greatest assets is the sense of community and community spirit evident within the town. This is supported by a number of publicly owned assets:

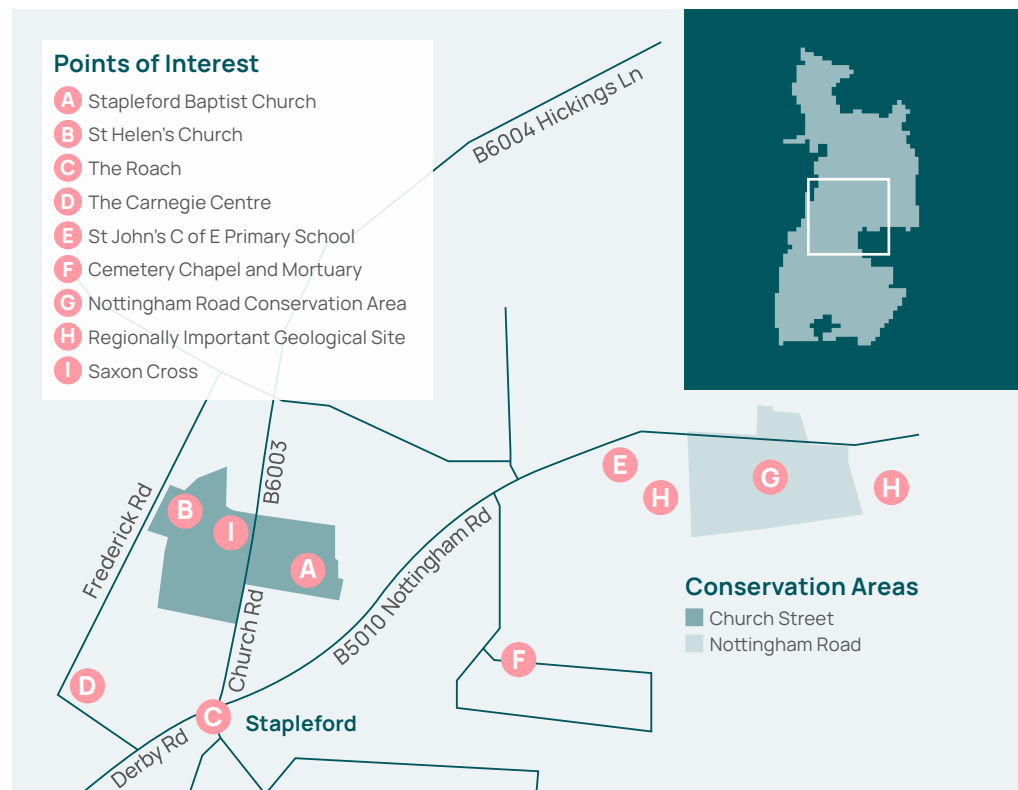
- New Stapleford Community Centre
- Stapleford Community Centre
- Stapleford Young People's Centre

- Ilkeston Road Recreation Ground
- Hickings Lane Recreation Ground

Alongside these there are a number of heritage and conservation assets, as demonstrated in Map 7, including:

- Stapleford Baptist Church
- St Helen's Church
- The Roach
- The Carnegie Centre
- St John's Primary School
- Cemetery Chapel and Mortuary
- A designated conservation area
- A regionally important geological site

 **Map 7 –**
Stapleford's Heritage and Cultural Assets



1.2. Strengths, Challenges and Opportunities for Stapleford

As shown in map 8, the town benefits from six parks, five allotment sites and community facilities that are well distributed around the town. The community facilities are currently well utilised, however the buildings are aging and increasingly expensive to run.

Stapleford is also surrounded by regionally large-scale green infrastructure, such as the River Erewash corridor to the west and Bramcote Hills Park to the east. Whilst the River Erewash can be accessed through a couple of gateways to the western edge of Stapleford, these are not easy points of access. Currently only accessible for pedestrians, accessibility could be improved for cyclists and people with physical disabilities.

There is a variety of residential offers reflected in different architectural typologies throughout the Town. With lower average house prices than Nottinghamshire and East Midlands, Stapleford could be an attractive area for those purchasing their first homes and families looking to move to the area.

Whilst Stapleford struggles with higher than average town centre vacancy rates and poor growth for start-up and up-scaling businesses, there is evidence that Stapleford has a lot of potential for success. At the time of writing Stapleford has:

- A good, sustained level of market demand for office space. This has seen an increase during the Covid-19 pandemic, due to people understanding the benefits of living and working locally. This is evidenced through the number of enquiries received for the Stapleford Business Hub development.
- An assorted town centre with a range of businesses including charity shops, health care providers and super markets.

Arup, as part of their evaluation report highlighted the town's long and linear centre and lack of primary focus as contributing factors for lower occupancy rates. To address this, as part of Broxtowe Borough Council's Local Plan Part 2, the town centre has been consolidated. To further rectify these issues and future developments would need to create a focus, a different usage that would increase overall footfall figures.

Map 8 – Stapleford's Green Infrastructure



Key

Site Boundary	Cemetery
Green Belt	Regionally Important Geological sites
Woodland	Brownfield Sites
Local Nature Reserves	Potential Pedestrian Links
Local Wildlife Sites	Recreational Routes
Playing Pitches	
School Sites	
Allotments	
Golf Courses	
Waterbodies	

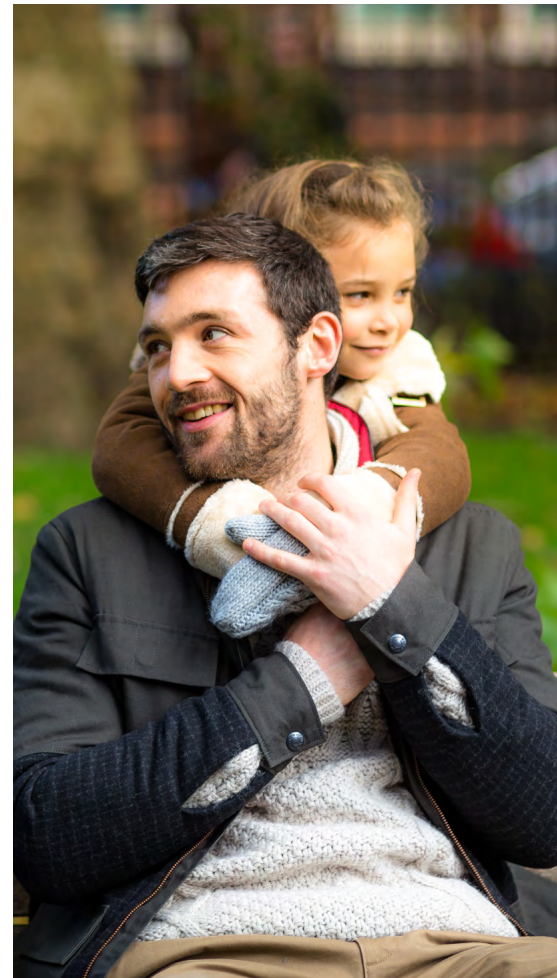


1.2. Strengths, Challenges and Opportunities for Stapleford

Challenges

Stapleford, at present faces the following challenges, some of which have been exacerbated by the ongoing coronavirus pandemic:

- 1. Limited opportunity to access green space:** Whilst in close proximity to large scale green infrastructure, due to Stapleford's urban environment, active travel and disabled access to the River Erewash is poor. Whilst there are 6 parks in the Town, connectivity routes are very urban, with streets seeing very little green infrastructure such as trees, plants and grassy areas. The absence of this means Stapleford does not 'feel green'.
- 2. Broxtowe's most underperforming Town Centre:** Currently Stapleford has a long, linear town centre, lacking in a natural focus space. There are visible signs of vacancy, poor quality gateways and derelict sites which detract from the overall urban environment. Combined, these challenges have led to declining occupancy rates, consistently lower than borough and national averages.
- 3. Unsuitable community buildings:** Whilst there is a strong sense of community in Stapleford, the current community facilities are no longer fit for purpose. In addition, Stapleford has a lack of leisure facilities locally for residents and businesses to utilise. Consequently, Stapleford's residents are required to travel outside of the district, directly and negatively impacting the town economically through movement of demand elsewhere as well as environmentally through an increased need to travel to other areas.
- 4. Declining availability of new 'affordable housing':** Affordable housing includes social rented, affordable rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. As a result, in the future, families in need of this housing may be forced to move outside of the area.
- 5. Over-reliance on the Town Centre in the south:** Currently, there is concentration around a single, dwindling centre in the south of Stapleford with a lack of secondary centres around the area. Alone, this intensifies the isolated fringe to the north of Stapleford.
- 6. Accessibility:** Less than 10 shops are disability-friendly with access provided for wheelchairs and pushchairs.



1.2. Strengths, Challenges and Opportunities for Stapleford

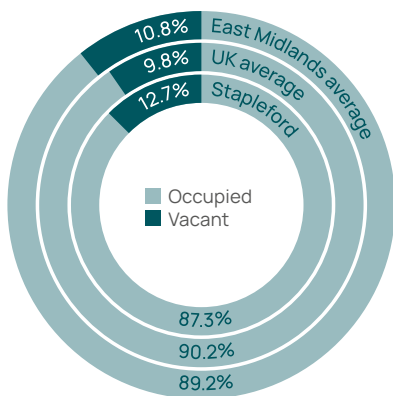
² Primary data collected by Broxtowe Borough Council officers.

Evidence of Need

Town Centre Occupancy Rates:

Owing to Stapleford Town Centre’s lack of prime retail area, accompanied by a lack of investment and poor-quality gateways, occupancy rates have declined to 87.3%²: evidenced in figure 1. Stapleford has higher vacancy rates than the UK average and has the lowest occupancy rate of all the District Centres in Broxtowe compared to Beeston with 93.1% occupancy, Eastwood with 88.2% and Kimberley with 88.5%.

Figure 1 – Town Centre Occupancy Rates



Town Centre Footfall Figures:

Stapleford has seen a decline in footfall since measurements began in 2017. On average Stapleford has experienced 25,276 visits per week and 3,589 visits per day. For 2020 Stapleford Town centre experienced a decrease of 41% in footfall from 2019. This demonstrates the impact Covid-19 societal restrictions have had on footfall in Stapleford Town Centre.

As evidenced by research completed by Arup and evidenced in figure 2, it is found that footfall declines over the weekend in the town centre. This suggests that the town centre is not successfully attracting residents for leisure. The town centre needs to do more to attract residents outside the hours 11am-3pm, such as provide a varied and inclusive evening/night-time economy.

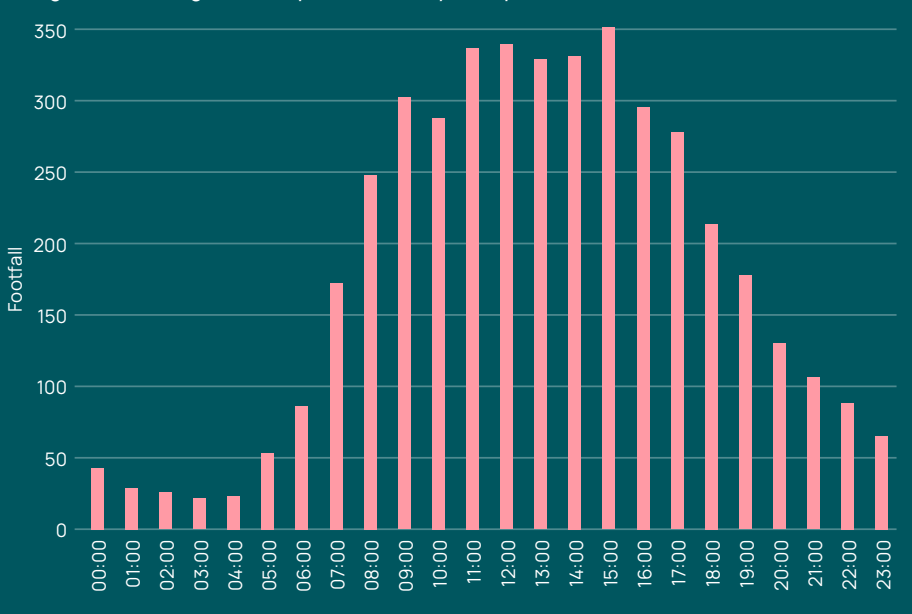
Opportunities

The transformational opportunity of the HS2 station and Toton Innovation Campus, along with the large scale housing and commercial developments proposed, presents a great opportunity for Stapleford. These developments will provide increased regional and national rail connectivity, as well as increasing local population levels for Stapleford Town Centre to draw upon. Emerging plans for a Freeport centred at East Midlands Airport will also offer significant opportunities for businesses in Stapleford; benefiting from enhanced inward investment opportunities, that will stimulate innovation, skills and supply chain developments in the region. Stapleford has a real opportunity to become a hive of activity.

Owing to the HS2 Network’s proximity to Erewash River Canal corridor, there is opportunity to create a significant new regional green corridor. With the increase in people accessing green spaces as a result of Covid-19 restrictions, opening up access to this space offers a real opportunity to increase people’s health and wellbeing in Stapleford.

The town centre offers a further opportunity, to encourage increased levels of living accommodation through three and four storey developments. This would increase footfall and diversify the high street further.

Figure 2 – Average footfall per time of day – Stapleford



1.2. Strengths, Challenges and Opportunities for Stapleford

1.2.2. Skills and Enterprise Infrastructure

Assets and Strengths

Prior to the outbreak of Covid-19, Stapleford had higher levels of economic activity compared to the national average; with 72% of the population in Stapleford economically active in comparison to 70% in England. Stapleford also boasts economically active residents in full time employment at a rate of 42% compared to 39% on average across England (pre-corona virus).

Those economically active but unemployed in Stapleford (4.5%) mirror the England average (4.4%), as is the case for long term unemployment, Stapleford 1.8% compared with England 1.7%. Stapleford has a slightly lower level of economic inactivity (28%) than England as a whole (30%). Whilst unemployment numbers have risen during the pandemic, Stapleford experienced a lower than average percentage of the workforce becoming unemployed; 3.8% compared with national 6.5% and regional 5.7% averages. As demonstrated in figure 3.

In terms of business demographic, Stapleford benefits from its proximity to Derby and Derbyshire as it retains a better than average manufacturing sector. In line with this in terms of skills attainment, Stapleford has higher than national average numbers of apprenticeships for the area which suggests a more vocational workforce. The area also has strengths in the specialist retail areas as well as sales of new cars and wholesale trading.

Anecdotally, investigation activity is the most concentrated industry, compared with the national average. See figure 4 for an overview. Stapleford as part of the wider Broxtowe area also boasts a higher than national average business survival rate: 51% of newly formed businesses survive more than 5 years, compared with, 48% across Nottinghamshire, and 42% regionally and nationally.

Figure 3 – Stapleford unemployment rates in comparison to Broxtowe, East Midlands and Great Britain as a percentage of the working age population.

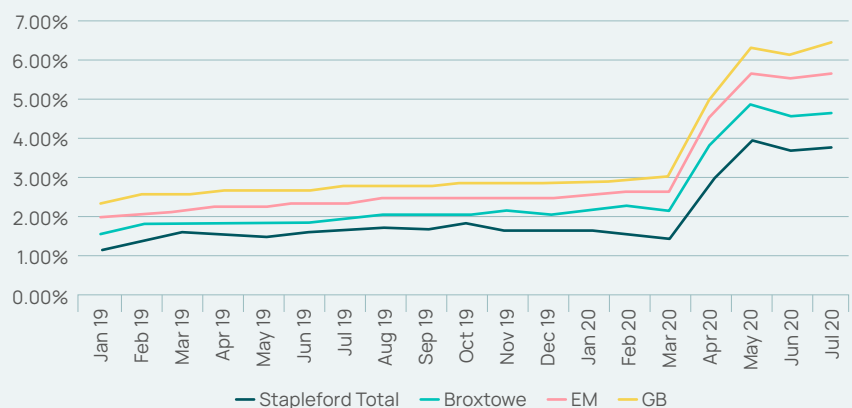


Figure 4 – Types of Employment



1.2. Strengths, Challenges and Opportunities for Stapleford

Challenges

Limited development space, combined with excessively high office rentals, dissuades businesses from establishing in Stapleford. In addition, Stapleford's large manufacturing industry needs more light industrial units, currently prevented by the limited space. As a result, local employment opportunities are limited, and the majority of residents commute outside of the area for work.

Whilst Stapleford is a more vocational workforce, overall educational attainment levels are low compared with borough, regional and national averages. Highlighted by the Arup report as a bad deprivation domain, 27% of residents have no qualifications in comparison to 22.5% in England with just over 20% of residents qualified to level 4 or above compared with 27.5% of people in England.

Evidence of Need

According to the Indices of Multiple deprivation evaluation carried out by Arup, Stapleford residents face high levels of deprivation regarding income, education and skills and crime. These can be partially attributed to the following challenges:

- Income levels are lower than borough, regional and national averages. The net annual household income for Stapleford is £28,500 while the National average is £33,412 as identified by the Arup report in appendix 1.
- For the period 2016-2019, growth of micro businesses (0-9), medium businesses (50-249) and large businesses (250+) has not been as significant for Stapleford as it has for England. Small businesses (10-49) have declined in Stapleford where they have grown for England. As demonstrated in figure 5.
- Business productivity rates are the lowest in the region
- The highest proportion of Stapleford's residents hold no qualifications and just 20% hold a level 4 (undergraduate degree) qualification or above. Overall, Stapleford's residents are significantly less qualified than the national and regional average. As demonstrated in figure 6.
- Due to Covid-19, in line with national trends, Stapleford has experienced a rapid increase in unemployment as demonstrated in figure 3.
- In addition, Stapleford's comparative lack of employers means that residents are faced with limited local job vacancies and opportunities.

Figure 5 – Business Growth

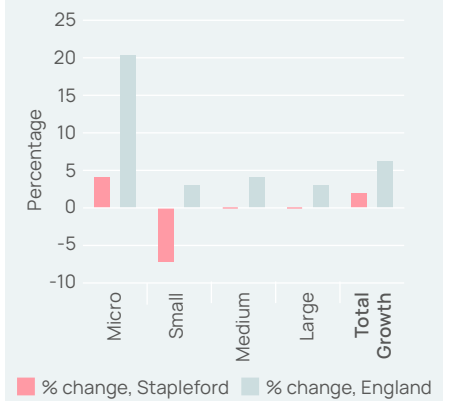
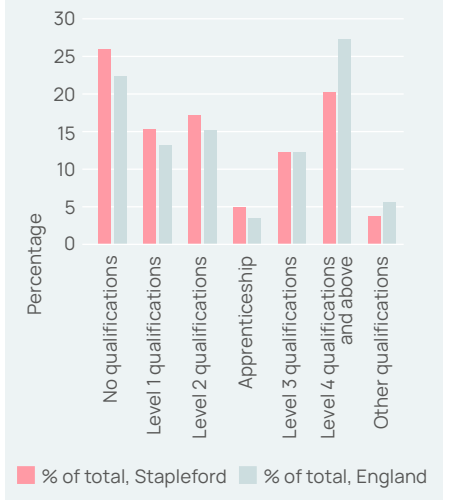


Figure 6 – Skills



To address these challenges, we need to ensure that Stapleford continues to be well connected locally for residents to take advantage of employment opportunities. Residents also need to be given the opportunity to upskill to increase their educational attainment and take advantage of future opportunities.



1.2. Strengths, Challenges and Opportunities for Stapleford

Opportunities

As evidenced by the STF Office, Retail and Leisure Demand report at appendix 2, there is strong demand from serviced based businesses in the local market for office space. Something that has increased with the impact of the corona virus restrictions. Increasingly, people want to live and work locally. This is a great opportunity to foster this employment sector in Stapleford. Capitalising on current niche areas of business specialism, the HS2 development and the proposed Toton innovation campus, Stapleford could become an amass of business activity.

Building on the resilience of employment levels within Stapleford, the creation of a targeted, long-term approach to education and boosting skills levels could have knock-on benefits for income and overall deprivation levels within the area. Creating a better adult education offer will support against the impacts of covid restrictions, assisting residents back in to work in line with the Government's Lifetime Skills Guarantee. In addition to the opportunity to progress the local business demographic, Stapleford has the opportunity to transform in to a highly productive economy.



1.2. Strengths, Challenges and Opportunities for Stapleford

1.2.3. Transport Connectivity

Assets and Strengths

As expanded upon in 1.1.2 Stapleford is surrounded by convenient transport connections including:

- Highway links including the M1 and A52, that connect residents and businesses to the surrounding regional and national areas. This includes two sites of significance; East Midlands Airport and Ratcliffe-On-Soar Power Station.
- Relatively good public transport within the southern areas of Stapleford including services provided by Trent Barton.
- Three quarters of Stapleford within 15 minutes' walking distance of the town centre as demonstrated on map 9.
- Close proximity to National Cycle Network 67 which links with local towns, Ilkeston and Long Eaton.

Challenges

1. **The town is currently bound by large transport infrastructure:** Whilst highways links regionally and nationally are good, traffic flow at peak periods is congested. This infrastructure also acts as a physical boundary; consequently, development space and local transport links to the north of Stapleford and to other neighbouring towns are limited.
2. **Disconnected urban fabric:** The prevalence of a number of cul-de-sacs, limits opportunities for the development of pedestrian and cycle lanes to the town centre. It also creates 'rat runs' on through routes, such as the high street between Sandiacre and Nottingham. This has led to negative discord between vehicles and cyclists/pedestrians within the town centre.

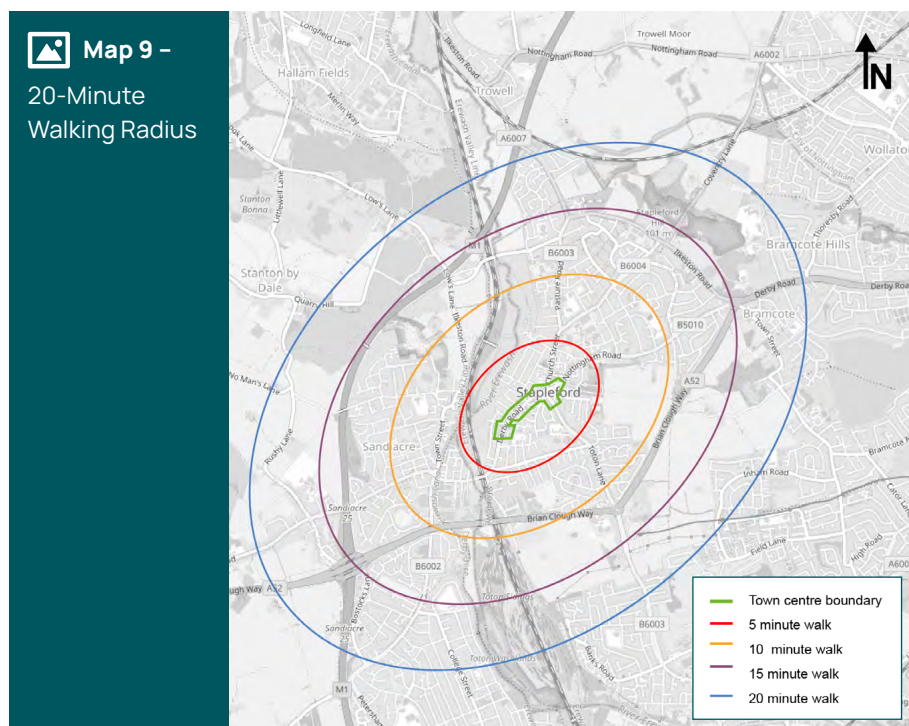
3. Challenges posed by HS2:

Current development plans cut through key infrastructure and employment sites for Stapleford including the Erewash River corridor and Bessell Lane industrial area. Without a joined-up approach to mitigate this development, there is risk that Stapleford will be negatively impacted. It is also essential that Stapleford is connected with the station and development area to ensure ease of access for residents and visitors.

Evidence of Need

Stapleford faces a number of challenges in relation to transport connectivity, as highlighted in Arup's report:

- **Capacity issues:** Large traffic jams increase travel time at peak periods.
- **Isolated areas:** Currently there are areas to the north of Stapleford that are not well served by buses or within walking distance of key services. Bus services to neighbouring towns, especially Beeston, are lacking, making it difficult for residents reliant on public transport to get to work.
- **No dedicated cycle lane provision to or from the centre of the town:** With limited road widths, the presence of bus stops and on-street parking, the current infrastructure is not conducive to cycling. This could limit future opportunities for sustainable transport.



1.2. Strengths, Challenges and Opportunities for Stapleford

Opportunities

Developments related to the HS2 Station at Toton will transform connectivity for Stapleford. With the right investment in transport infrastructure, as proposed by the East Midlands HS2 Growth Strategy 2017, Stapleford could become one of the best-connected towns in the country. There are a number of possible developments to ensure this opportunity is maximised for Stapleford:

- Expand and/or adjust existing bus services.
- Enhance the public realm and increase walking and cycling facilities.
- Link the National Cycle Network 67 into the fabric of Stapleford.

In addition to this there are a number of opportunities within the town regarding transport infrastructure. The current high street is dominated by the presence of cars often used as an aforementioned 'rat run' between Nottingham and Sandiacre, there is definitively an opportunity to change this, making the space safer for pedestrians and cyclists.

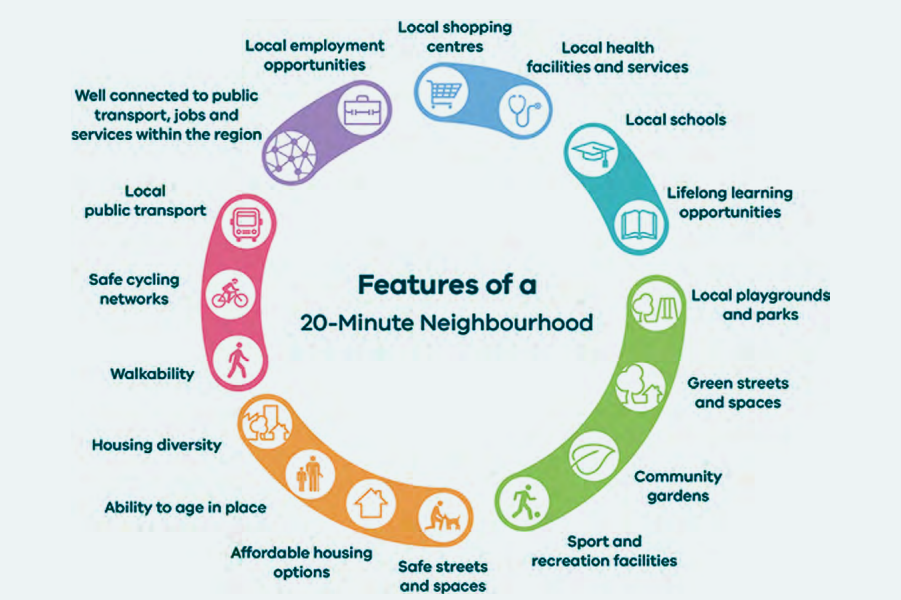
Currently residents are able to access most of Stapleford within a 20-minute walk or cycle. However, with clear investment and planning this poses a real opportunity to develop a 20-minute neighbourhood¹. This means residents will be able to access everything they need within a 20-minute walking or cycling radius with the exception of areas of work. Encouraged by a Government commitment to greener and more sustainable high streets this will ultimately enable residents to decrease their reliance on petrol and diesel cars, therefore decreasing carbon emissions.

20-minute neighbourhood:
A walkable, local neighbourhood in which people are able to access all of the services they require within a 20-minute active travel radius.

This includes:

- Local shopping centres
- Local health services
- Schools
- Lifelong learning
- Playgrounds and parks
- Green spaces
- Sport and Recreation
- Safe streets
- Affordable housing, diversity of housing
- Ability to age in a place
- Walkability
- Safe cycling networks
- Local public transport
- Good local connections to public transport, jobs and services within the wider region

20-minute neighbourhood



1.2. Strengths, Challenges and Opportunities for Stapleford

1.2.4 Digital Connectivity

Assets and Strengths

Providing good digital connectivity for businesses and residents, Stapleford is supported by:

- 5 principal operators providing broadband services.
- Superfast broadband service as a minimum.
- Good/very good 4G coverage as a minimum.

Challenges

The benefits of Stapleford's digital infrastructure are distributed unfairly as all premises are connected to one digital exchange. This results in premises situated further away experiencing performance degradation.

At present some areas benefit from full fibre broadband (superfast or ultrafast services). However, this has not yet been rolled out across all of Stapleford. It is essential that any future plans ensure broadband and/or wireless infrastructure matches the community's needs and is rolled out across Stapleford.

Evidence of Need

All premises within Stapleford are connected to one telephone exchange. As a result, premises situated far away from the exchange will experience performance degradation, including slower speed, if the broadband service is delivered via copper telephone lines.

With the movement to home working as a result of the covid restrictions, people are relying on broadband connections more than ever. It is essential for business continuity therefore, that the digital infrastructure within Stapleford (and the wider areas) is as reliable and high quality as possible, to meet current and future needs.

Opportunities

A long-term approach is critical for Stapleford's development. Supporting businesses and households to achieve greater bandwidth and faster connection speed, improvement can be achieved by installing full fibre broadband. To meet the increase in demand as a direct result of Covid-19 and the establishment of remote working, this will support businesses to seamlessly manage communication and implement cloud-based solutions. Additionally, Nottingham and the surrounding areas is currently experiencing the roll-out of 5G which will provide new and innovative connectivity solutions for Stapleford residents. There is an opportunity here to work with both public and private sector partners for funding, to support development in this area.



1.2. Strengths, Challenges and Opportunities for Stapleford

1.2.5. Sustainability

Assets and Strengths

Stapleford is surrounded by large areas of greenspace with many green spaces located within the town area. Additionally, the majority of residential properties have sizeable garden spaces. There are five allotments throughout Stapleford that can be used as places for local food production. In addition, all of Stapleford's car parks have electric vehicle (EV) charging facilities, albeit limited. Useful for those charging cars whilst they are visiting the town centre.

Challenges

Climate change represents a real threat to quality of life, with the potential to disrupt businesses, residents and communities as a whole. As evidence of Stapleford's reliance on carbon usage, according to the 2011 census, 46% residents travel by car or van to work. It will become an increasingly important challenge in the future to increase usage of sustainable forms of energy.

The increase in electrification however will increase the demands to current electrical infrastructure. As a result, upgrades to this will be required, including infrastructure such as EV points. Whilst Stapleford has these in all of its public car parks, this would not be sufficient to meet need as the number of people with cars move over to electric power vehicles. Evidently, this cannot be the only solution to decreasing the area's reliance on carbon usage for means of transport.

Evidence of Need

- **Overreliance on cars:** Predominant form of transport in Stapleford is by car and the town centre experiences high quantity of diesel and petrol run cars.

- **Overreliance on fossil fuels:**

Currently, there is a low uptake from residents for renewable energy generation, including solar.

Opportunities

Stapleford Town Council and Broxtowe Borough Council have declared climate emergencies with a 2027 net zero carbon target. This is a big opportunity to make a real impact to the local ecosystem with a number of different activities, for example:

- Implementing decentralised heating systems such as ground source, water source or mine water resources.
- Link up surrounding green spaces to create wildlife corridors throughout town.
- Good quality bus shelters/cycle storage facilities with flat roofs to create the opportunity for pocket habitat or solar panels.
- Opportunities for Parklets incorporating electric charging points and mini ecosystems.



Section 02

Strategy

- 2.0 Our Vision for Stapleford
- 2.1 Strategic Objectives
- 2.2 Underpinning Themes
- 2.3 Theme 1 Excellent Connectivity: Locally, Regionally and Nationally
 - 2.3.1 Project 1 – Cycle ‘Super High Way’, Secure Cycle Parking and Wayfinding Signage
 - 2.3.2 Project 2 – An active travel strategy
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- 2.4 Theme 2 - Sustainable and inclusive economic growth
 - 2.4.1 Project 4 – Town Centre Enterprise Development
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- 2.6 Short and Medium term spatial strategy
- 2.7 Priorities for 2030 and Beyond
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 - 2.8.6 D2N2 Energy Strategy
 - 2.8.7 Midlands Connect Strategy
 - 2.8.8 Midlands Engine Vision for Growth
 - 2.8.9 East Midlands HS2 Growth Strategy
 - 2.8.10 The Ten Point Plan for a Green Industrial Revolution
- 2.9 Theory of Change

Strategy

2.0 Our Vision for Stapleford



Vision Statement: We have a big ambition for Stapleford, a small town with a big heart and even bigger potential. We are proud of our heritage, our ambition and our community spirit. Today, we have an exciting, once-in-a-generation opportunity to forge a prosperous and inclusive new future and build a lasting legacy for everyone.



With your investment, we will:

- Create a reinvigorated, reimagined town centre
- Encourage an influx of new businesses, local skills development and sustainable job creation tied to the green economy
- Build new sports and recreational facilities that enhance standards of living
- Provide an improved cycle network and better public transport with stronger connections in readiness for HS2

Together, Stapleford will stand as a model for what a small town can achieve. **It's our time to shine.**



Our Aspirations:

- Increased access to services locally. Residents will be able to access everything they need within a 20-minute walk or cycle ride
- Residents and visitors will be able to easily access Stapleford's green infrastructure through excellent walking and cycling facilities
- Local transport links will be excellent for all areas of Stapleford
- Stapleford residents will be highly skilled workers who are able to take advantage of high skilled, high wage jobs
- Stapleford will be an inclusive, thriving, low carbon economy
- Stapleford will have a thriving, diversified town centre






Overall, Stapleford will be one of the UK's most accessible towns, in every sense of the word.





With the development of HS2, and the local infrastructure networks proposed as part of this investment plan, local regional and national transport links would be second to none. Stapleford will welcome and facilitate access for people of all ages, backgrounds and abilities. Through physical infrastructure and skills development opportunities, everyone will be able to access everything that Stapleford has to offer.

2.1 Strategic Objectives

The strategic objectives for the short, medium and long term for Stapleford are as follows:






1. Short Term Priorities up to 3 years


- a. Support Stapleford's Covid-19 recovery through town centre regeneration, enterprise support and increased start-up infrastructure 
- b. Create a reinvigorated, reimagined town centre that supports a diverse range of businesses and community facilities 
- c. Safeguard Stapleford's green infrastructure, whilst improving local access routes  
- d. Develop Stapleford's strong connectivity further, with low carbon methods of transport including active travel means such as walking and cycling 

- d. Create a reinvigorated, reimagined town centre that supports a diverse range of businesses and community facilities  
- e. Expand the local business demographic by encouraging the arrival of new, environmentally sustainable inward investment 
- f. Progress local skills and educational attainment to enable Stapleford's residents to become more productive and increase overall economic participation 

3. Long Term 10+ years

2. Medium Term Priorities 4-9 years

- a. Build a new sport, recreational and community facility that enhances standards of living, offering residents a well-rounded town experience  
- b. Enhance local connectivity routes between communities, facilitating travel in to Stapleford for necessities, and to spend leisure time, converting Stapleford in to a destination town 
- c. Ensure all local facilities are fully accessible for residents and visitors alike  

- a. Build on the opportunities the HS2 Toton Station and Innovation campus will bring through up to 6,000 new jobs and supplier network development 
- b. Through the expansion of the business demographic and increased educational attainment, residents will achieve good quality, sustainable employment 

-  Excellent connectivity locally, regionally and nationally
-  Sustainable and inclusive economic growth
-  Health and wellbeing improvement

2.2 Underpinning Themes

There are three themes that underpin our aspirations for Stapleford:



Excellent connectivity locally, regionally and nationally



Sustainable and inclusive economic growth



Health and wellbeing improvement

1. Excellent connectivity locally, regionally and nationally

- 1.1. Through the creation of a local cycle network, connecting up local key sites, surrounding towns and National Cycle Network Route 67
- 1.2. The updating of the road infrastructure in preparation for the High Speed 2 station at Toton
- 1.3. The development of HS2 and the increased connectivity with the wider region and national cities and places
- 1.4. The rolling out of full fibre broadband for the whole of Stapleford

2. Sustainable and inclusive economic growth

- 2.1. Overall and specific support to local business sectors in their movement towards low carbon practices
- 2.2. Entry level skills and education provision, creating a pathway for skills development for local residents
- 2.3. Town centre regeneration to support local start-up businesses and small and medium sized businesses

3. Health and wellbeing improvement

- 3.1. Consolidate and update existing community facilities to support local groups
- 3.2. Enhance local recreational facilities to increase people's access to different sporting amenities



2.3 Theme 1: Excellent Connectivity: Locally, Regionally and Nationally

Stapleford currently has excellent national and regional road links including the M1 and A52 to larger conurbations and key sites around the area. This is complemented by good public transport links to the south of Stapleford and close proximity to some excellent national cycle networks.

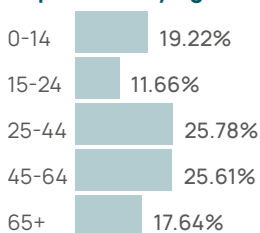
Local connectivity routes are however in need of improvement.

It has been highlighted that cyclists, in particular, experience high risks to their safety due to limited road widths, bus stops and on-street parking throughout the town. This is highly uncondusive for cyclists and, as a direct result, just 2% of residents cycle to work despite 36% of residents commuting less than 5km. This project aims to address this by creating high quality cycling facilities.

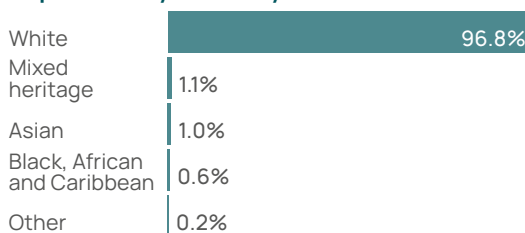
This intervention also looks to address the challenge of an isolated northern fringe, through connecting key sites with the residential areas of Stapleford. As can be seen from the infographic, local challenges include: risk of crime, unemployment, health and disability, income, child poverty and fuel poverty. Through increased connections to local services, skills provision and future employment opportunities we aim to support residents in the challenges they face by opening up connectivity to future opportunities.

Stapleford North: Population: **4,772** | Households: **2,030** | Gender: **50.9% female, 49.1% male**

Population by age:



Population by Ethnicity:



Local challenges:

risk of crime, unemployment, health and disability, income, child poverty, fuel poverty.

2.3. Theme 1: Excellent Connectivity: Locally, Regionally and Nationally



2.3.1 Project 1 – Cycle Super High Way, Secure Cycle Parking and Wayfinding Signage

Project Description	<p>Designed to support the implementation of cycle and pedestrian improvements in Stapleford, transforming the way residents and visitors travel around the town This will include a north/south 'super highway', connecting the northern fringe with the business centre towards the south. Routes will also connect up with the significant green infrastructure to the west of Stapleford as well as recreational facilities to the east.</p> <p>This will also include the implementation of signage/wayfinding around the town to improve awareness of cycle routes.</p>					
Project Rationale	<p>Feedback from our consultation with Stakeholders as well as findings from the SWOT analysis carried out, point towards the need for increased, low carbon connectivity for the north of Stapleford with services in the south, including the new HS2 station and Toton development. The cycle network, suggested through the first public consultation, addresses the need to increase connectivity routes whilst also addressing congestion issues on the wider road network.</p> <p>The proposed scheme will create an alternative transport network to the town centre, supporting more sustainable forms of access. It will create a high-quality link between the station and the town centre, promoting a more integrated approach for pedestrians and cyclists. It is envisaged that this will be an early step in the promotion of a more sustainable network of connections across the town centre.</p>					
Outputs	<ul style="list-style-type: none"> • New upgraded cycle and walking paths • Wider cycling infrastructure such as cycle parking • Crime Reduction • Carbon Savings • Wider area LVU – Residential 					
Outcomes	<ul style="list-style-type: none"> • Commuter Flows – Changing the way commuters travel around the town • Perceptions of the place by businesses • Number of trips by purpose and main mode 					
Fund Ask	£5,320,229					
Spend Profile	20/21	21/22	22/23	23/24	24/25	25/26
	£132,521	£1,215,243	£1,460,505	£1,759,231	£76,837	£675,892
Co-Funding	Wider network contributions of £2,369,868 will be sourced to deliver whole network proposal					
Major Interdependencies	<ol style="list-style-type: none"> 1. Sign-off is required from Nottinghamshire County Council 2. Land Purchase maybe required to deliver a small proportion of the Southern route. 					
Wider Project Outcomes	<ul style="list-style-type: none"> • Increase connectivity and reduce congestion within the town; • Increase connectivity between Stapleford Town Centre and the proposed HS2 Station in Toton • Improve safety for users of active transportation modes. • Enhance/provide new cycle facilities in the town (secure bike parking etc.) • Implement signage/wayfinding around the town strategy to improve aware of cycle routes • Increase the number of journey's taken via active travel methods including walking and cycling. 					

2.3. Theme 1: Excellent Connectivity: Locally, Regionally and Nationally

2.3.1 Project 1 – Cycle Super High Way, Secure Cycle Parking and Wayfinding Signage (continued)

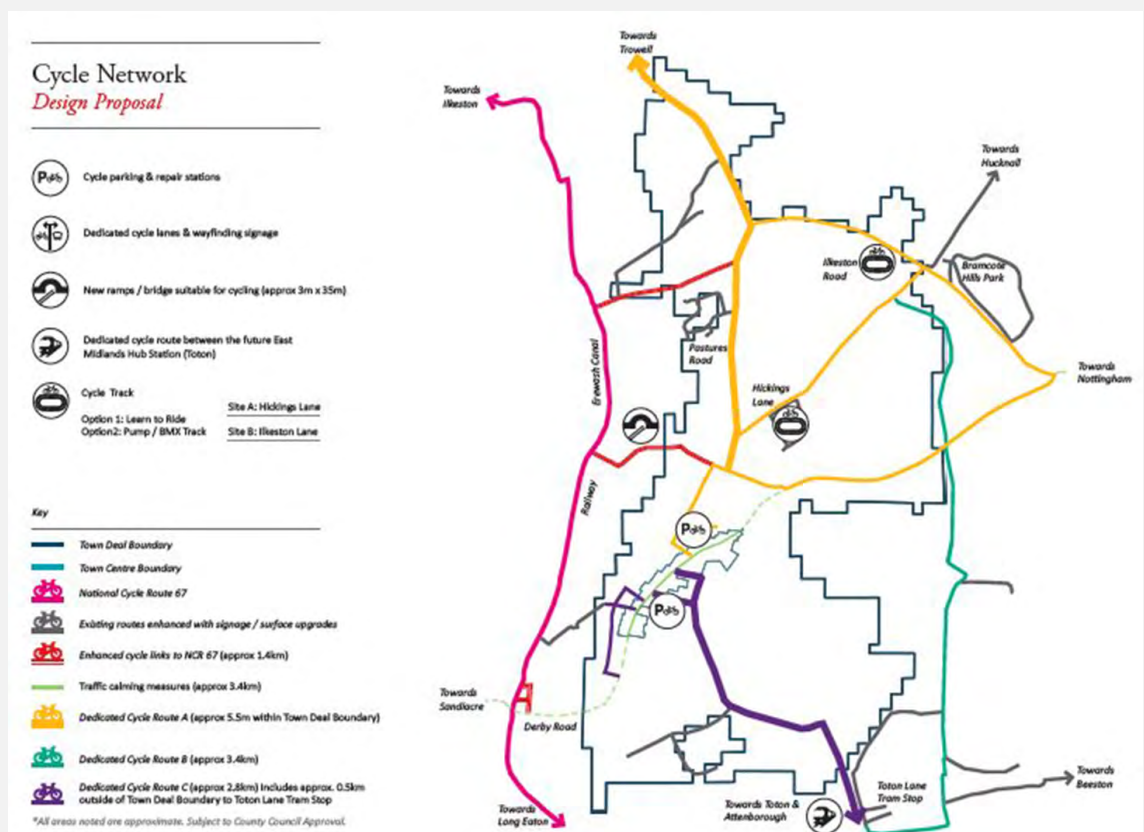
Strategic Alignment	<ul style="list-style-type: none"> • Nottinghamshire County Council’s Place Strategy • Local Cycling and Walking Infrastructure Plan • Recovery and Growth Strategy • D2N2 Energy Strategy • East Midlands HS2 Growth Strategy • Midlands Connect Strategy • Midlands Engine Vision for Growth • National Government’s Cycling and Walking • Investment Strategy • The Ten Point Plan for a Green Industrial Revolution
Accountable Body	Broxtowe Borough Council
Delivery Body	Via East Midlands in Partnership with Nottinghamshire County Council

Designed with local connectivity in mind the local cycling community have been invaluable in the creation of this network. Feedback has been gained through consultations held by Broxtowe Borough Council and the Pushbike

Broxtowe cycling forum held by Darren Henry, Member of Parliament for Broxtowe. Extensive further consultation will be carried out on the route, subject to funding approval.



Map 10
– Cycle network proposal



2.3. Theme 1: Excellent Connectivity: Locally, Regionally and Nationally



2%

of residents
cycle to work

despite

36%

of residents commuting
less than 5km



2.3.2. Project 2 – An Active Travel Strategy

For the proposed network to have a significant impact on the way residents and workers travel, an active travel strategy is required. This will highlight current barriers to cycling for residents and positive actions to address these. It will look at participation levels across the local demographics and how we can support groups to increase their participation. Extensive consultation with local residents will be carried out to determine these barriers and the best way to address them.

2.3.3 Project 3 – The Roll out of Full Fibre Broadband

Whilst Stapleford has relatively good digital connectivity, there is room for improvement. It is hoped that the regeneration activity within Stapleford will stimulate the roll out of full fibre broadband from private sector partners.



These priorities meet the aims set out under Theme 1.

The focus on these priorities is driven by a key finding from the Arup report that highlighted that transport connectivity within Stapleford is over-reliant on car usage. As a result, the roads in and around the town centre are often highly congested, producing high quantities of noise and carbon pollution, negatively impacting residents and the surrounding environment.





2.4 Theme 2: Sustainable and Inclusive Economic Growth

Stapleford has a number of areas of success regarding the local economy including:

- Higher than average economic activity compared to England's average
- Higher than England's average economically active residents
- Lower levels of economic inactivity than England's average

These strengths are something we aim to capitalise on with this Investment Plan, whilst also addressing the weaknesses we have identified, including:

- 27% of residents with no qualifications
- limited development space for business premises (offices or industrial units)
- lower than average household income levels
- Lowest business productivity rates in the region
- Lowest town centre occupancy rate in Broxtowe at 87.3%

It is our aim to support Stapleford's immediate Covid-19 recovery through grant support along with longer term support in the creation of business start-up space within the town centre. Alongside this we are proposing the implementation of an updated traffic management strategy to encourage walking and cycling within the town centre. These proposals will create a reinvigorated, reimagined space that encourages a diverse range of businesses to the area.

We aspire to progress local skills and educational attainment through increased space to deliver jobs clubs, adult education provision and the feasibility of locating the National Skills Academy within Stapleford, preparing residents for their lifelong learning journey.



87.3%
occupancy rate

2.4 Theme 2: Sustainable and Inclusive Economic Growth



2.4.1 Project 4 – Town Centre Enterprise Development

Project Description	<p>A transformational town centre regeneration project within Stapleford Town Centre, with the intention of propelling future town centre investment.</p> <p>The project will introduce a new Market Hall Facility, flexible office accommodation and a community garden along with public realm improvements.</p>					
Project Rationale	<p>A stepping stone to wider economic regeneration, the town centre enterprise development will create additional start-up and up-scaling space for businesses, whilst also offering a flexible space to start-up businesses through an indoor and outdoor market facility</p> <ul style="list-style-type: none"> • The new market will significantly improve the experience of the town centre and surrounding areas. • The market is intended to become a vibrant leisure destination with a rich variety of market stalls within a contemporary new building. • The mixed-use solution offering both retail and flexible workspace to the upper floors will go some way to realise the potential of Stapleford as an “opportunity town” • The flexible work space will enhance on the opportunity provided by the new proposed HS2 Station in Toton and create Stapleford's reputation as a place to live, work and visit. 					
Outputs	<ul style="list-style-type: none"> • Delivery of quality residential or commercial space in key locations (town centres, gateway areas, employment sites) • Delivery of new public spaces • Increase in the amount of shared workspace or innovation facilities • Other schemes to support enterprise and business productivity and growth • 191 new jobs 					
Outcomes	<ul style="list-style-type: none"> • Perceptions of the place by residents/businesses/visitors • Land values • Number of visitors to arts, cultural and heritage events and venues 					
Fund Ask	<p>Ask: £5.6m</p> <p>Accelerated Funding Project: £500,000</p>					
Spend Profile	20/21	21/22	22/23	23/24	24/25	25/26
	0	£215,869	£2,587,822	£2,507,109	0	0
Co-Funding	<p>Accelerated funding: £500,00</p> <p>Public Sector Owned Assets: £2,009,734</p>					
Major Interdependencies	<ul style="list-style-type: none"> • Planning consents • Confirmation of public funding (including TIF) • Delivery of infrastructure including Traffic Management Plan • Occupier demand including pre-lets 					
Wider Project Outcomes	<ul style="list-style-type: none"> • Improved connectivity between the railway station and town centre. • Increased footfall in Stapleford Town Centre • New enterprise and business start ups • New learners assisted to gain digital and other skills and qualifications • Green growth – energy efficient buildings and enhancement to EV charging network. 					
Strategic Alignment	<ul style="list-style-type: none"> • Broxtowe Borough Council Economic Regeneration Strategy • Nottinghamshire County Council Place Strategy • D2N2 Recovery and Growth Strategy • D2N2 Strategic Economic Plan 					
Accountable Body	Broxtowe Borough Council					
Delivery Body	Broxtowe Borough Council					



2.4 Theme 2: Sustainable and Inclusive Economic Growth



2.4.1 Project 4 – Town Centre Enterprise Development (continued)

Developed from a key finding from the initial public consultation held in February 2020 this Enterprise Hub meets the request for a market facility within the town centre as well as increased public realm space for public events and business start-up space. Consultation with groups that support people with physical disabilities has been carried out to understand common pitfalls in buildings. Further consultation will be carried out once the fund has been agreed as to what this facility will look like and how we can make it 100% accessible for all residents' and visitors.

This project will lay the groundwork for future private sector investment in Stapleford. It will create affordable flexible enterprise space required in Stapleford. Whilst the exact gap in supply is yet to be determined, the movement of people to living and working more locally as a result of the Covid-19 restrictions has meant an increase in demand for flexible hub space in smaller towns and conurbations. This is away from the traditional Grade A office space you would find in central cities such as Derby and Nottingham.

2.4.2 Project 5 – Town Centre Recovery Fund

Project Description	<p>This Covid-19 Recovery grant fund will offer support to high street businesses in Stapleford. The fund will be split in to two grants to support different aspects of business recovery.</p> <p>1. Business Continuity Grant 2. Building Development Fund</p> <p>Both of the grants proposed aim to support the longevity of Stapleford high street, through direct business support and development of the properties to bring new businesses in to the area. Supporting businesses to move from in person to online and businesses just online to in person services.</p> <p>The fund will be managed by the Executive Towns Deal board with administrative support from Broxtowe Borough Council officers.</p>					
Project Rationale	<p>It is recognised nationally and locally that the retail sector has been hard hit by the impact of Covid-19 and this fund is to support the recovery and make a significant contribution to both local and town-wide economic growth. The retail sector is essential to the wellbeing of our community – the high streets support jobs and job creation as well as local business and enterprise throughout Stapleford Town Centre.</p>					
Outputs	<ul style="list-style-type: none"> Remediation and/or development of abandoned or dilapidated sites Other schemes to support enterprise and business productivity and growth 		<ul style="list-style-type: none"> Delivery of quality residential or commercial space in key locations (town centres, gateway areas, employment sites) 			
Outcomes	<ul style="list-style-type: none"> new jobs created as a result of investment jobs safeguarded as a result of investment increase in local customer footfall and spend and resulting indirect impact on the local economy e.g. supply chain increase in regional and national visitor footfall and resulting indirect impact on the local and borough wide economy 			<ul style="list-style-type: none"> responses to legislative change around the environment and quantified energy efficiency improvements increase in access for hard to reach communities and disabled access 		
Fund Ask	Ask: £1m					
Spend Profile	20/21	21/22	22/23	23/24	24/25	25/26
	0	£200,000	£200,000	£200,000	£200,000	£200,000
Co-Funding						
Major Interdependencies	None					



2.4 Theme 2: Sustainable and Inclusive Economic Growth



2.4.2 Project 5 – Town Centre Recovery Fund (continued)

Wider Project Outcomes	<ul style="list-style-type: none"> grants of £10,000 up to £20,000 to purchase infrastructure and equipment including to support digital transformation of the business 	<ul style="list-style-type: none"> grants of £20,000 to £100,000 to fund facility improvements and extensions, infrastructure and equipment to include digital and energy saving infrastructure
Strategic Alignment	<ul style="list-style-type: none"> Broxtowe Borough Council Economic Regeneration Strategy Nottinghamshire County Council Place Strategy 	<ul style="list-style-type: none"> D2N2 Recovery and Growth Strategy D2N2 Strategic Economic Plan
Accountable Body	Broxtowe Borough Council	
Delivery Body	Towns Deal Executive Board with the support of Broxtowe Borough Council	

Support for businesses during this uncertain time has been a priority for Broxtowe Borough Council. £967,553 has been made available to support businesses within Stapleford during the first stages of the pandemic. Activity is ongoing with signposting services to local business support organisations such as the D2N2 Growth Hub. Additional recovery funding has been identified through extensive

conversations with the local business demographic. Businesses need support to recover as well as invest in infrastructure to future proof their business and the high street. This funding would support our town centre businesses, when their access to finance is otherwise limited.

2.4.3 Project 6 – Skills and Education Facility Improvement

Project Description	<p>The catalyst for a long-term vision of addressing the skills shortage within the town. The project will create additional facilities within the heart of Stapleford to deliver entry level skills whilst enhancing on the existing offer. The project will include feasibility for future Skills projects to continue the skills journey for Stapleford residents.</p> <p>The project comprises a 100m² extension to the existing County Council owned Library to increase Adult Education delivery space. This includes an improved façade to the whole library.</p> <p>It includes a request for feasibility funding to determine if it is feasible to locate the National Skills Academy in Stapleford and what this sort of facility would need to offer in terms of skills requirements.</p>					
Project Rationale	<p>The project will create additional facilities within the heart of Stapleford to deliver entry level skills. This will allow residents with little or no formal qualifications to take their first step within their local community, on their lifelong learning journey. This facility will support residents on to further educational opportunities at one of the many surrounding educational establishments such as Nottingham or Derby college.</p>					
Outputs	<ul style="list-style-type: none"> Increase in capacity and accessibility to new or improved skills facilities Delivery of quality residential or commercial space in key locations (town centres, gateway areas, employment sites) 1 new job 					
Outcomes	<ul style="list-style-type: none"> Number of new learners assisted Perceptions of the place by businesses Land values 					
Fund Ask	Ask: £1,552,622					
Spend Profile	20/21	21/22	22/23	23/24	24/25	25/26
	0	£28,360	£37,813	£1,486,450	0	0
Co-Funding	Council Owned Asset: £222,815					



2.4 Theme 2: Sustainable and Inclusive Economic Growth



2.4.3 Project 6 – Skills and Education Facility Improvement (continued)

Major Interdependencies	<ol style="list-style-type: none"> 1. Sign-off is required from Nottinghamshire County Council 2. Planning consents 3. Confirmation of public funding (including TIF) delivery of infrastructure
Wider Project Outcomes	<ul style="list-style-type: none"> • new jobs created as a result of investment • jobs safeguarded as a result of investment • New enterprise and business start ups • New learners assisted to gain digital and other skills and qualifications • Green growth – energy efficient buildings
Strategic Alignment	<ul style="list-style-type: none"> • Broxtowe Borough Council Economic Regeneration Strategy • Nottinghamshire County Council Place Strategy • D2N2 Recovery and Growth Strategy • D2N2 Strategic Economic Plan
Accountable Body	Broxtowe Borough Council
Delivery Body	Nottinghamshire County Council in partnership with Inspire Libraries

After consultation with Inspire Libraries, it was determined there was a need for additional learning and teaching facilities within the existing library. This project increases capacity of the existing library facility to deliver courses

to the local community. Offering entry level courses to the community in such a centrally placed facility is the first stepping stone in the skills progression programme for Stapleford.

2.4.4 Project 7 – Town Centre Traffic Management Proposal

Project Description	A project designed to transform the existing flow of traffic through the town centre, by prioritising pedestrians and cyclists.					
Project Rationale	<p>Following consultation and a consultant review of the high street, it is evident that the key issue to be addressed is transferring priority within the current road layout to ensure a more appropriate balance in the movement of vehicles, cyclists and pedestrians.</p> <p>The overall aim is to accommodate safe vehicular access but within a more constrained environment that discourages unnecessary use. Car based shoppers will be required to use the many local parking opportunities close by.</p>					
Outputs	<ul style="list-style-type: none"> • New or upgraded road infrastructure • New or upgraded cycle or walking paths. • Wider cycling infrastructure such as cycle parking. 					
Outcomes	<ul style="list-style-type: none"> • Number of trips by purpose and main mode • Commuter flows • Vehicle flow • Perceptions of the place by residents/businesses/visitors 					
Fund Ask	£3,487,362					
Spend Profile	20/21	21/22	22/23	23/24	24/25	25/26
	0	£110,415	£198,532	£238,239	£238,239	£2,701,937
Co-Funding	None					



2.5 Theme 2: Sustainable and Inclusive Economic Growth



2.4.4 Project 7 – Town Centre Traffic Management Proposal (continued)

Co-Funding	None
Major Interdependencies	<ol style="list-style-type: none"> 1. Sign-off is required from Nottinghamshire County Council 2. Further work is required to understand the impact of the displacement of vehicles through the proposals. 3. Planning consents 4. Confirmation of public funding (including TIF) 5. Delivery of infrastructure
Wider Project Outcomes	<ul style="list-style-type: none"> • Increase connectivity and reduce congestion within the town; • Improve safety for users of active transportation modes. • Enhance/provide new cycle facilities in the town (secure bike parking etc.) • Increase the number of journey's taken via active travel methods including walking and cycling.
Strategic Alignment	<ul style="list-style-type: none"> • Nottinghamshire County Council's Place Strategy • LCWIP • D2N2 Energy Strategy • East Midlands HS2 Growth Strategy • Midlands Connect Strategy • Midlands Engine Vision for Growth • National Government's Cycling and Walking Investment Strategy
Accountable Body	Broxtowe Borough Council
Delivery Body	Via East Midlands in Partnership with Nottinghamshire County Council

This project aims to make pedestrians and cyclists to feel more welcome within the town centre, as a result we are proposing to introduce more effective traffic calming measures along Derby Road. This is as a result of consistent feedback from residents to Councillors as to the negative

impact current speed humps being used as traffic calming measures have on cars. The aim is to make the town centre more of a destination rather than a through route as it is currently used.



Town Centre Traffic Management Proposal

2.4.5 Project 8 – Increase Town Centre Residential Dwellings

In line with government policy, we will actively encourage developments that increase the number of residential dwellings within the town centre, further diversifying the high street.





2.5 Theme 3: Health and Wellbeing Improvement

Stapleford has a great sense of community, supported through a number of existing facilities throughout the area, these include: Hickings Lane Recreation Ground, Ilkeston Recreation Ground, New Stapleford Community Centre, Stapleford Community Centre and Stapleford Young People's Centre.

A recent Leisure Needs Assessment as seen in appendix 4 identified that Stapleford lacked in the provision of a dedicated leisure and recreational facilities. It is proposed to address this challenge, whilst also building on the good sense of community through the appointment of an outreach worker, a new community

pavilion facility on Hickings Lane Recreation Ground is built. This will support existing activities and services whilst also expanding the current offer.



2.5 Theme 3: Health and Wellbeing Improvement



2.5.1 Project 9 – Central Pavilion Facility and Community Outreach Worker

Project Description	<p>The transformation of existing leisure facilities to accommodate both immediate and future needs of the community. The project aims to provide a central pavilion facility. The opportunity will create collaboration and co-location between existing community centres allowing future development sites to be released.</p> <p>The Community Leisure Hub will facilitate a range of community activities such as fitness classes, yoga, dancing, club groups, elections, meetings and event hire.</p> <p>The proposal also includes a new Community Outreach Worker.</p>					
Project Rationale	<p>The project has been identified to address the leisure needs gap identified within the Leisure needs analysis and following public consultation.</p> <p>Based on the existing provision it is clear there is a significant number of outdoor facilities in Stapleford but these mainly consist of smaller parks and child play areas.</p> <p>The existing provision does not provide the required space to accommodate the existing community groups and sports groups.</p> <p>The enhanced offering will create the opportunity to consider co-location, making potential development sites availability, whilst addressing the needs of the existing and future community/sports offering within the town.</p>					
Outputs	<ul style="list-style-type: none"> • New, upgraded or protected community centres, sports or athletic facilities, museums or art galleries, theatres, libraries, film facilities, prominent landmarks or historical buildings, parks or gardens. • New, upgraded or protected community hubs, spaces or assets, where this links to local inclusive growth • Increase in capacity and accessibility to new or improved skills facilities 					
Outcomes	<ul style="list-style-type: none"> • Perceptions of the place by residents/businesses/visitors • Number of start-ups and/or scaleups utilising business incubation, acceleration and co-working spaces • Business births, deaths and survival rates 					
Fund Ask	£7,542,907					
Spend Profile	20/21	21/22	22/23	23/24	24/25	25/26
	0	11,845	15,794	7,515,269	0	0
Co-Funding						
Major Interdependencies	<ol style="list-style-type: none"> 1. Sign-off is required from Nottinghamshire County Council 2. Planning consents 3. Confirmation of public funding (including TIF) delivery of infrastructure 					
Wider Project Outcomes	<ul style="list-style-type: none"> • The project presents a significant opportunity for partners to create new and enhanced function, promoting cohesion through inclusive and sustainable space for communities to live, a place to do business and to participate in wellbeing activities. 					
Strategic Alignment	<ul style="list-style-type: none"> • Broxtowe Borough Council's Corporate Plan • Nottinghamshire County Council • Place Strategy • D2N2 Strategic Economic Plan 					
Accountable Body	Broxtowe Borough Council					
Delivery Body	Broxtowe Borough Council in Partnership with Nottinghamshire County Council and Stapleford Town Council					



2.5.1 Project 9 – Central Pavilion Facility and Community Outreach Worker (continued)



Central Pavilion facility proposal.

2.5.2 Project 10 - Support Stapleford Town FC with the development of their football pitches

After understanding the use of Hickings Lane Recreation Ground, to facilitate the Pavilion Facility Development, we are working with Stapleford Town Football club to ensure their offer is not compromised with this development. We will support them to leverage FA funding to develop a 4G football pitch, enhancing their overall sporting offer.



486 players are registered with STFC currently, with 30 different teams currently playing games throughout the season.



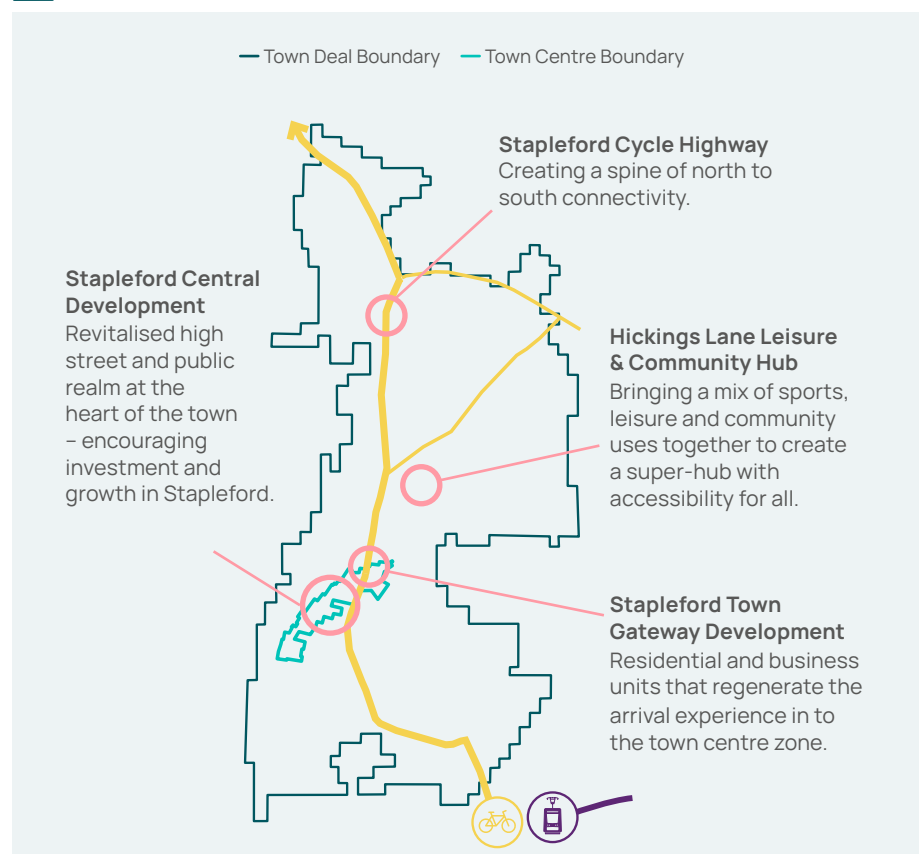
2.6 Short and Medium Term Spatial Strategy

Each project is the result of extensive engagement activities with stakeholders. Where some proposals were already in existence, consultation activity that had already taken place has also been incorporated in to project development.

Extensive work carried out by our Masterplanning team, as evidenced at appendix 5, has been undertaken to ensure all of the feedback received has been processed to develop each intervention, overall vision and strategic objectives for Stapleford.

As demonstrated in map 11 the short and medium term interventions are spread out across the town. The Cycle Super Highway spans across Stapleford with the others either concentrated in the town centre, or centrally to the whole town.

 **Map 11** – Short to Medium term vision for Stapleford



2.6 Short and Medium Term Spatial Strategy



As shown by map 11 the Cycle Super Highway facilitates movement between key development sites to the north and south of Stapleford as well as ones located more centrally to the town. Through the development of the Pavilion facility, residents based towards the north of Stapleford will have access to better, local facilities to support with skills and educational attainment levels as well as health and wellbeing support. The Cycle Super Highway links these interventions to increased business and skills infrastructure within the town centre, ultimately contributing to a thriving, skilled, productive economy for Stapleford.



These interventions also link in with the few small developments currently happening within the town centre.

Stapleford Business Hub.

In support of the local SME business demographic Broxtowe Borough Council has repurposed the former Police Station at 1 Toton Lane, Stapleford in to 9 new office spaces. Funded through the Local Growth Fund, these offices vary in size, supporting a wide variety of businesses in the local area. This whole development will create up to 14.5 new jobs for Stapleford.

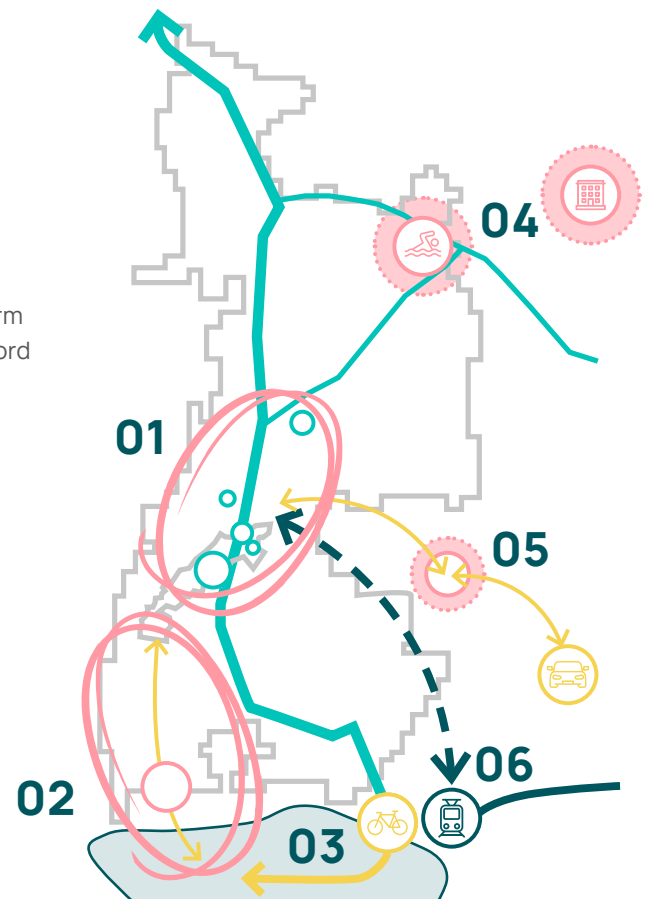
Old Rock Pub Development.

This project, an important gateway site on the northern edge of the town centre, looks to regenerate a currently underutilised Public House in to residential flats within Stapleford Town Centre. Discussions have taken place with the private owner and will be supported by Broxtowe's planning department to create a welcoming gateway in to Stapleford Town Centre

2.7 Priorities for 2030 and Beyond

Ensuring the **sustainable and effective regeneration of Stapleford**, is crucial to achieving long term growth and prosperity that will benefit Stapleford's residents.

 **Map 12 - Long term vision for Stapleford**



01 Stapleford Central Quarter:

Supporting residents' access to learning and development opportunities as well as regional learning facilities, the National Skills Centre proposed as part of the Toton and Chilwell masterplan in line with the East Midlands Development Corporation priorities will be located in the Central Quarter.

This will increase the opportunity for qualification attainment, creating a more productive workforce locally as well as regionally. This will include further town centre development, centrally at the Roach area, reinforcing the Central Quarter.

02 HS2 Arrival Quarter: This potential local HS2 link and Chetwynd Barracks development is a unique opportunity for Stapleford and surrounding towns. Maximising the benefit for local businesses and residents, we will invest heavily in connectivity between Stapleford, HS2 and the Innovation Centre through access to cycle networks, pedestrian access and excellent public transport links. In conjunction, support will be offered to businesses around this area to minimise disruption and ensure business continuity for all sectors. Further town centre development will take place at this end of Town to ensure a joined up approach and

demand is met for the new hub station, ultimately facilitating the development of the most south western point of Stapleford a key cornerstone area for the HS2 development.

03 Cycle Connectivity: Encouraging increased sustainable travel, we will extend the proposed cycle route to connect with HS2 and other strategic sites including Beeston to the east, Long Eaton and Sandiacre to the west.

04 Local Leisure Offer: Develop the local leisure offer further in line with local need and the current Broxtowe Borough Council review of provision with potential for relocation in to Stapleford.

05 A52 Business Park: In line with local plan developments, open up this piece of land to create increased space for the development of the green economy, through sectors such as e-transport and low carbon manufacturing.

06 Express route to Toton: Increasing residents' uptake of sustainable Public Transport, we will implement greater connectivity between Stapleford and Toton through the extension of the public transport services and active travel facilities.



2.8 Strategic Alignment

Each project has been mapped against the current strategies relating to Stapleford at **local, sub-regional, regional and national** levels.

2.8.1 Stapleford Neighbourhood Plan

The Stapleford Neighbourhood Plan is a dedicated framework for the regeneration and conservation of the area. The central focus is guided by consultations with residents, which is currently pointed towards the development of land and buildings. As the TIP is being developed in conjunction with this, we have ensured that the priorities of the Neighbourhood Plan are addressed within the scope of the TIP, therefore making sure the two documents are closely linked.



2.8.2 Broxtowe Borough Council Economic Regeneration Strategy

Broxtowe Borough Strategy	Stapleford alignment
<p>Brownfield Development Adopting a positive and proactive approach to bring forward brownfield sites for development</p>	<p>Stapleford is an urban, highly populated area. To facilitate business growth and investment, the town centre regeneration plan will develop brownfield sites. This is achieved by purchasing a brown field site, to develop as part of this scheme. In consolidating our community centre facilities and creating the pavilion, we will create more brownfield sites, ready for development by the private sector.</p>
<p>Competitive Business Growth Supporting pre-start, new start and existing local businesses, and enabling business growth</p>	<p>The town centre regeneration plan will diversify the existing high street offering and increase footfall into Stapleford. In addition, there will be dedicated multi-purpose space, providing flexibility for start-up businesses in a range of sectors.</p>
<p>Inward Investment Ensuring that Broxtowe offers a balanced range of good quality office, commercial and industrial premises and is viewed as an attractive and competitive location for investment and growth</p>	<p>Facilitating residents and visitors to visit and work within Stapleford, the proposed cycle route intervention will provide efficient transport connections into and around the town. This will support the proposed regeneration and diversification of the town centre, making it an attractive and competitive location for investment and growth.</p> <p>Our Long Term Vision for Stapleford includes the establishment of a Business Park in the north and transport links to HS2 in the south. This will attract inward investment in to the wider economic area.</p>
<p>Jobs, Skills and Training Ensuring local people are equipped with the right skills to access job opportunities, connecting residents with employment opportunities and working with employers to meet their skills and recruitment needs</p>	<p>This is achieved through the development of additional learning space just on the edge of the town centre as well as in the proposed pavilion facility. With the presence of the outreach worker we will ensure everyone is afforded the opportunity to learn and develop their skills.</p> <p>Supporting residents' development and learning, as part of our Long Term Vision, we will introduce the National Skills Centre proposed as part of the Toton and Chilwell masterplan. The ambition is to connect existing sectors within Stapleford, including manufacturing, with local Universities to ensure skills provision and establish progression routes.</p>

2.8.3 Nottinghamshire County Council Place Strategy

Nottinghamshire County Council Place Strategy	Stapleford alignment
<p>A great place to bring up a family Families prosper and achieve their potential. Children and young people go to good schools</p>	<p>Our proposed Pavilion facility will provide access to a diverse range of recreational activities. This will support prosperity by encouraging residents to fulfil active, cultured and well-rounded lives.</p>
<p>A great place to fulfil your ambition Nottinghamshire has a thriving jobs market, Nottinghamshire is a great place to live, work, visit and relax</p>	<p>Supporting young people to learn and develop their skills, the proposed National Skill Centre (Long Term Vision), will facilitate links between schools, local businesses and universities. This will also provide routes for progression and job opportunities. This work is being carried out in partnership with Nottinghamshire County Council.</p>
<p>A great place to enjoy later life People live in vibrant and supportive communities</p>	<p>The proposed town centre regeneration project will provide a central community space for residents. This will provide multi-purpose space for cafés and restaurants as well as activities and events.</p>
<p>A great place to start and grow a business Nottinghamshire is a great place to invest and do business, Nottinghamshire is a well-connected County, Nottinghamshire has a skilled workforce for a global economy</p>	<p>The proposed cycle network intervention will increase accessibility and connectivity for residents to travel within Stapleford and to the surrounding areas. The Enterprise Hub development on the high street will create the infrastructure in Stapleford for businesses to start, grow and thrive.</p>

2.8.4. D2N2 Recovery and Growth Strategy

D2N2 Recovery and Growth Strategy	Stapleford alignment
<p>Productivity Lead a bold new way of bringing together the education and skills, innovation and business support systems to support our people and businesses to thrive.</p>	<p>Supporting entry level skills development, our proposed National Skills Centre (Long Term Vision), will provide facilities. In addition, links will be created with the private sector to deliver the talent in current and future generations. The pavilion facility and additional learning facility proposed will create the stepping stones for this longer term aspiration.</p>
<p>Environmental Sustainability Lead the most ambitious carbon turn-around in the country</p>	<p>All proposed interventions are low carbon initiatives, using green energy where possible to minimise carbon emissions. Reducing car usage in favour of sustainable transport, the proposed cycle network route and traffic calming measures will facilitate efficient access into the town centre and reduce carbon levels</p>
<p>Deliver connectivity-led growth to and for all parts of the D2N2 region.</p>	<p>The proposed cycle network intervention will increase accessibility and connectivity for residents. As part of our Long Term Vision, connections between Stapleford and HS2 to create a hyper-connected town will attract businesses and visitors.</p>

2.8.5. D2N2 Strategic Economic Plan

D2N2 Strategic Economic Plan	Stapleford alignment
By 2030, D2N2 will have a transformed high-value economy, prosperous, healthy and inclusive, and one of the most productive in Europe.	Each intervention proposed contributes to the movement towards this aspiration. The pavilion facility, outreach worker and additional learning space create an inclusive economy, supporting those furthest from the workforce closer to it. The town centre enterprise hub allows for the development of high-value businesses, as a stepping stone for progression. The future link between skills and the private sector in the form of the National Skills Academy, creates the opportunity to increase Stapleford's economic productivity.
Travel cleanly, reliably, healthily and quickly taking advantage of excellent infrastructure and connectivity	The cycle network route will provide low carbon transport throughout Stapleford and to the neighbouring Towns. This will proactively encourage residents to use sustainable transport and reduce reliance on cars.
We will enjoy a high quality natural, cultural and built environment with attractive heritage assets and transformed high streets offering an attractive mix of retail, leisure and residential experiences We will live in affordable and efficient homes in safe, healthy, inclusive and sustainable communities in vibrant cities, towns and villages	The town centre regeneration will diversify the high street, building on Stapleford's heritage. Stapleford high street will then be able to offer an attractive mix of retail, leisure and residential experiences. Through better traffic management measures, Stapleford Town Centre will be pedestrian/ cycle friendly and accessible to all.

2.8.6. D2N2 Energy Strategy

D2N2 Energy Strategy	Stapleford alignment
<ul style="list-style-type: none"> • 100% avoidance of recoverable materials going to landfill • 15% of buildings using low carbon heating and all current building stock be Energy Performance Certificate Level C or above where possible • At least a 60% reduction against 1990 carbon emissions per capita and a 15% reduction in per capita energy demand 	All new developments will meet these requirements. In addition, we aspire for all new developments to be as energy efficient and sustainable as current technology will allow
Secure at least £100m of investment in local energy projects with adequate funding for infrastructure development and resilience	This cycle network will provide the required infrastructure to support this goal. It will offer resilience for the locality to sustain travel in a low carbon manner

2.8.7. Midlands Connect Strategy

Midlands Connect Strategy	Stapleford alignment
<p>• HS2 Connected Getting the Midlands HS2 ready; Investing in complementary connectivity will spread the growth unlocked by HS2 across the Midlands and the country as a whole</p>	<p>Supporting connectivity, in alignment with the Midlands Connect Strategy; Getting the Midlands HS2 Ready, we are proposing:</p> <ul style="list-style-type: none"> • A dedicated Cycle Route Network connecting residents, businesses and visitors within Stapleford/surrounding areas • Cycle Route Network connections to the proposed HS2 station and Toton tram stop to support connectivity within the county

2.8.8. Midlands Engine Vision for Growth

Midlands Engine Vision for Growth	Stapleford alignment
<p>Connect the Midlands Maximise new technologies to deliver transformation of Midlands connectivity; HS2, Road, Rail and Air</p>	<p>The Cycle Network Route connects Stapleford to Toton Tram stop and will be extended to facilitate access for the proposed HS2 station should this go ahead.</p>
<p>Invest in Strategic Infrastructure Ensure infrastructure required is as sustainable as possible to meet the future needs of businesses and residents</p>	<p>Mitigating against an overreliance on car use to travel around Stapleford, the Cycle Network Route will provide efficient access into and around the town centre</p>
<p>Grow international trade and investment Growth of trade and investment to create jobs in a global economy. Including the introduction of a free trade zone</p>	<p>The regeneration of the town centre and development of suitable multi-purpose space for start-up businesses will attract investment in to Stapleford.</p>
<p>Increase innovation and enterprise Maximise on current strengths to benefit whole region, creating successful growth businesses</p>	<p>Promoting skills development and learning, residents will benefit from the development of the Stapleford central quarter, National Skills Centre and Business Park.</p>
<p>Shape great places Promote the area as a great place to live, visit and work</p>	<p>The regeneration of the town centre and the Hickings Lane Recreational Ground improves the quality of the area and will promote healthy living.</p>

2.8.9. East Midlands HS2 Growth Strategy

East Midlands HS2 Growth Strategy	Stapleford alignment
<p>People 5 key themes, inspiring our young people, building further education strategy, harnessing the power of the universities, supporting universities, ensuring businesses are HS2 ready</p>	<p>The long term aspirations for Stapleford will be to connect our primary and secondary schools up with local FE an HE provision to generate the skills required to maximise employment opportunities this development will bring. As well as the location of the National Skills Academy proposed in support of this development.</p>
<p>Place East Midlands Hub Growth Zone is related to the area around the Hub Station at Toton. new high quality 'Innovation Campus' with the potential to create up to 10,000 new jobs, community facilities and a range of new housing. Number of garden village developments that include the nearby Stanton and Chetwynd Barracks</p>	<p>This development will complement these proposals, ensuring the infrastructure is in place to develop the whole local economy. Affording opportunities to all residents, ensuring inclusive growth across the area.</p>
<p>Connectivity The Hub Station at Toton will already be the most connected on the high-speed network outside of London. Connect economic opportunities across the East Midlands into the high-speed network. In particular, the city centres of Derby, Leicester and Nottingham, East Midlands Airport, and sites that exist in the towns and villages surrounding both the Hub Stations</p>	<p>Through the implementation of a local cycle network that connects the surrounding towns, accessibility to the Hub station will be maximised, in line with this strategy</p>




















2.8.10. The Ten Point Plan for a Green Industrial Revolution

The Ten Point Plan for a Green Industrial Revolution	Stapleford Alignment
<p>Point 5 - Green Public Transport, Cycling and Walking</p>	<p>The proposal of the Cycle Super Highway meets the governments aim to increase the share of journeys taken by public transport, cycling and walking. This proposed network will be the backbone to Stapleford's development, linking key sites in Stapleford to encourage cycling and walking.</p>
<p>Point 7 - Greener Buildings</p>	<p>All new developments proposed as part of the towns deal will be the highest BREEM development level for energy efficiency.</p>

2.9 Theory of Change





















The following table demonstrates the theory of change for the programme of projects proposed as part of the Stapleford Towns Deal. These projects have been through an extensive short listing process. This process is demonstrated in appendix 6 Stapleford's Project Prioritisation Tool.

Overall Theory of Change – Stapleford Towns Deal

 Issues Facing the Town	 Reasons for these issues	 Projects to address these issues	 How – causal relationship	 Outputs	 Outcomes	 Theme and Strategic objective met
<p>01 Limited connectivity routes to green space</p>	<ul style="list-style-type: none"> Old infrastructure Limited path width Steps on access routes Not easily signposted 	<ul style="list-style-type: none"> Cycle Super Highway and wayfinding signage. 	<ul style="list-style-type: none"> Investment to update current links to green infrastructure through the development of better cycling facilities, removing stepped access where possible and implementing wayfinding signage. 	<ul style="list-style-type: none"> Increase number of people accessing Stapleford's green spaces Decrease the presence of vehicles within the Town and other strategic sites around Stapleford 	<ul style="list-style-type: none"> Improved health and wellbeing of Stapleford's residents and visitors Decrease travel to other areas to access this facility, therefore decreasing travel carbon emissions 	<p>Excellent connectivity locally, regionally and nationally </p> <ul style="list-style-type: none"> Safeguard Stapleford's green infrastructure, whilst improving local access routes  Enhance local connectivity routes between communities, facilitating travel in to Stapleford for necessities, and to spend leisure time, converting Stapleford in to a destination town  Develop Stapleford's strong connectivity further, with low carbon methods of transport including active travel means such as walking and cycling 
<p>02 Broxtowe's most underperforming town centre in terms of occupancy and footfall</p>	<ul style="list-style-type: none"> Long linear road Footfall concentrated between 11am-3pm and low at weekends Low occupancy levels Worsened as a result of Covid-19 restrictions 	<ul style="list-style-type: none"> Stapleford Market and Flexible Office Space <ul style="list-style-type: none"> Indoor/outdoor market facility Co-working office space with meeting room and office facility on the first floor Private sector housing development on a key gateway to Stapleford Traffic calming measures Town Centre Recovery Fund 	<ul style="list-style-type: none"> Diversify the town centre offer through increased serviced office space and residential dwellings Extend the footfall throughout the day with the presence of the market facility, increasing footfall levels outside 11am-3pm Encourage new retail start-up business through indoor/outdoor market facility creating a progression ladder to re-populate the business on the high street Make the town centre safer for cyclists and pedestrians, making the whole area a friendlier place to shop and spend time 	<ul style="list-style-type: none"> Increase overall levels of footfall as well as the duration. Increasing footfall levels past 3pm – measured through footfall counters Increase economic output through increased GVA levels Increase the number of dwellings in the town centre Increase the number of serviced offices available Diversified offer within the town centre 	<ul style="list-style-type: none"> Create a welcoming, friendly town centre that offers access for all Increase occupancy rates through the diversified offer, including regional and national chains as well as small independent stores 	<p>Sustainable and Inclusive Economic Growth </p> <ul style="list-style-type: none"> Support Stapleford's Covid-19 recovery through town centre regeneration, enterprise support and increased start-up infrastructure  Create a reinvigorated, reimagined town centre that supports a diverse range of businesses and community facilities 
<p>03 Unsuitable community buildings</p>	<ul style="list-style-type: none"> Over 50 years' old Energy inefficient Costly to run 	<ul style="list-style-type: none"> New multi-purpose community pavilion facility on Hickings Lane Recreation Ground Outreach worker to engage residents in Stapleford with education and employment opportunities 	<ul style="list-style-type: none"> Create an up-to-date energy efficient building of the future to replace current, unsuitable community buildings. Engagement with community organisations to ensure facilities are replaced and improved 	<ul style="list-style-type: none"> Improvements in mental health and well-being linked to participation in sports and recreation activities Increased access to sporting facilities for Stapleford's young people Decrease in crime and anti-social behaviour to the north of Stapleford Increase skills and educational attainment levels of residents thereby enhancing the employability of unemployed or economically inactive residents, especially among disadvantaged groups Regeneration of brownfield areas through site consolidation 	<ul style="list-style-type: none"> Improved health and wellbeing of Stapleford's residents and visitors Improved sense of community Increase in employment levels through increase in educational attainment and job application support Enhancing the reputation of Stapleford as a place to live and to locate a business 	<p>Sustainable and Inclusive Economic Growth </p> <p>Health and wellbeing improvement </p> <ul style="list-style-type: none"> Build a new sport, recreational and community facility that enhances standards of living, offering residents a well-rounded town experience   Progress local skills and educational attainment to enable Stapleford's residents to become more productive and increase overall economic participation 























2.9
Theory of Change

Overall Theory of Change – Stapleford Towns Deal

 Issues Facing the Town	 Reasons for these issues	 Projects to address these issues	 How – causal relationship	 Outputs	 Outcomes	 Theme and Strategic objective met
<p>04 Declining availability of new affordable housing</p>	<ul style="list-style-type: none"> Limited residential development space 	<ul style="list-style-type: none"> Private sector housing development on a key gateway to Stapleford Town Centre Internal affordable housing strategy to repurpose brownfield sites, including potentially sites freed up as part of the Pavilion facility development 	<ul style="list-style-type: none"> Increased levels of housing within the town centre Delivery plan for more affordable housing from the borough council through a review of brownfield sites 	<ul style="list-style-type: none"> Increase the overall number of dwellings within Stapleford Increase the number of affordable housing delivered in Stapleford 	<ul style="list-style-type: none"> Decrease overall levels of deprivation amongst Stapleford's residents through access to good quality affordable housing 	<p>Sustainable and Inclusive Economic Growth </p> <ul style="list-style-type: none"> Create a reinvigorated, reimagined town centre that supports a diverse range of businesses and community facilities 
<p>05 Concentration around a single dwindling attraction to the south of the Town</p>	<ul style="list-style-type: none"> Town Centre 	<ul style="list-style-type: none"> Pavilion facility development 	<ul style="list-style-type: none"> Creation of a secondary attraction towards the north of Stapleford through this facility. Note it is not a competing offer to the town centre regeneration proposed 	<ul style="list-style-type: none"> Increased access to sporting facilities for Stapleford's young people Decrease in crime and anti-social behaviour to the north of Stapleford Increase skills and educational attainment levels of residents Regeneration of brownfield areas through site consolidation 	<ul style="list-style-type: none"> Increase the number of regular town centre users for shopping and leisure to utilise the new, better developed offers. 	<p>Sustainable and Inclusive Economic Growth </p> <p>Health and wellbeing improvement </p> <ul style="list-style-type: none"> Build a new sport, recreational and community facility that enhances standards of living, offering residents a well-rounded town experience  
<p>06 Disability access to town centre is poor</p>	<ul style="list-style-type: none"> Most shops have steps Lack of accessible toilet facilities Busy pavements Lack of disabled on street parking facilities 	<ul style="list-style-type: none"> Covid-19 recovery fund Every construction project will have an accessibility appraisal to ensure everyone's needs are met 	<ul style="list-style-type: none"> Through the developments, consultation with various groups, all new buildings will be 100% accessible Covid-19 recovery fund will support retrospective accessibility updates to buildings 	<ul style="list-style-type: none"> Increase overall footfall figures within the town centre Increase the number of accessible shops to 90% 	<ul style="list-style-type: none"> Improve the health, wellbeing and access to local services for everyone 	<p>Sustainable and Inclusive Economic Growth </p> <ul style="list-style-type: none"> Create a reinvigorated, reimagined town centre that supports a diverse range of businesses and community facilities  Ensure all local facilities are fully accessible for residents and visitors alike  
<p>07 Lack of business growth across all local business sectors</p>	<ul style="list-style-type: none"> Lack of commercial space to grow in to 	<ul style="list-style-type: none"> Stapleford Market and Flexible Office Space Indoor/outdoor market facility Co-working office space with meeting room and office facility on the first floor 	<ul style="list-style-type: none"> This space will offer the first step in progression routes for businesses on to the high street It will offer a range of space for start-up and upscaling businesses 	<ul style="list-style-type: none"> Increase economic output through increased GVA levels Increase the number of serviced offices available Diversify the offer within the town centre Increase economic output levels (GVA) from increased levels of entrepreneurship, employment creation and a more productive workforce 	<ul style="list-style-type: none"> Foster a good start-up and upscaling business community within Stapleford Increase the number of local employment opportunities Enhanced skill levels, including digital skills 	<p>Sustainable and Inclusive Economic Growth </p> <ul style="list-style-type: none"> Create a reinvigorated, reimagined town centre that supports a diverse range of businesses and community facilities  Expand the local business demographic by encouraging the arrival of new, environmentally sustainable inward investment 















2.9
Theory of Change

Overall Theory of Change – Stapleford Towns Deal

 Issues Facing the Town	 Reasons for these issues	 Projects to address these issues	 How – causal relationship	 Outputs	 Outcomes	 Theme and Strategic objective met
<p>08 Low to no educational attainment for residents</p>	<ul style="list-style-type: none"> Local, easy access to educational development opportunities Lack of local support for these people 	<ul style="list-style-type: none"> Library extension development Pavilion Facility development (outreach worker) 	<ul style="list-style-type: none"> Increasing facilities to offer adult education courses just outside the town centre to facilitate up/reskilling opportunities locally The presence of an Outreach worker will support people further from the workforce in to training, education and employment. Facilities at the new Pavilion will also enable this 	<ul style="list-style-type: none"> Increase entry level skills and educational attainment of residents Enhance levels of economic activity among working age residents, especially among the long-term unemployed and workforce returners 	<ul style="list-style-type: none"> Increase the number of Stapleford residents going on to further and higher education institutions Increase overall household income and disposable income through high skilled, better paid jobs 	<p>Sustainable and Inclusive Economic Growth </p> <p>Health and wellbeing improvement </p> <ul style="list-style-type: none"> Develop Stapleford's strong connectivity further, with low carbon methods of transport including active travel means such as walking and cycling  Build a new sport, recreational and community facility that enhances standards of living, offering residents a well-rounded town experience   Progress local skills and educational attainment to enable Stapleford's residents to become more productive and increase overall economic participation 
<p>09 Increasing unemployment rates as a result of Covid-19</p>	<ul style="list-style-type: none"> Low educational attainment Low productivity jobs Lack of opportunity to upskill/reskill Lack of connectivity to educational facilities and employment support advice 	<ul style="list-style-type: none"> Library extension development Pavilion Facility development Cycle Super Highway 	<ul style="list-style-type: none"> Increasing facilities to offer adult education courses just outside the town centre to facilitate up/reskilling opportunities locally. Increased connectivity will increase the area in which people are able to access and therefore apply for jobs. 	<ul style="list-style-type: none"> Create new business and enterprise opportunities Skills and employability training targeting the economically inactive and long term unemployed 	<ul style="list-style-type: none"> Increase employment levels to at least that of precovid-19 restrictions Increase health and wellbeing levels on residents Increase local demand for high street shops through increased disposable income levels 	<p>Sustainable and Inclusive Economic Growth </p> <ul style="list-style-type: none"> Entry level skills and education provision, creating a pathway for skills development for local residents Excellent connectivity locally, regionally and nationally  Develop Stapleford's strong connectivity further, with low carbon methods of transport including active travel means such as walking and cycling 
<p>10 Disconnected urban fabric for vehicles</p>	<ul style="list-style-type: none"> Presence of cul-de-sacs Cycling facilities are not linked up with one another 	<ul style="list-style-type: none"> Cycle Super Highway 	<ul style="list-style-type: none"> This will connect up key sites, the north with the south and the HS2 Toton development when this happens. People will be able to travel easily locally via walking and cycling 	<ul style="list-style-type: none"> Increase the number of journey's taken via active travel methods including walking and cycling Decrease the presence of vehicles within the town centre and other strategic sites around Stapleford Decrease the requirement for parking within the town centre and other strategic sites around Stapleford Improve local connectivity to support the implementation of wider regional and national connectivity projects such as HS2 Decrease journey times from the north of Stapleford to the town centre and other strategic employment sites 	<ul style="list-style-type: none"> Increase health and wellbeing levels on residents Decrease reliance on and presence of vehicles Decrease air pollution levels Make a safer place for young people to play outside 	<p>Excellent connectivity locally, regionally and nationally </p> <ul style="list-style-type: none"> Develop Stapleford's strong connectivity further, with low carbon methods of transport including active travel means such as walking and cycling  Safeguard Stapleford's green infrastructure, whilst improving local access routes   Ensure all local facilities are fully accessible for residents and visitors alike  

2.9
Theory of Change

Overall Theory of Change – Stapleford Towns Deal

 Issues Facing the Town	 Reasons for these issues	 Projects to address these issues	 How – causal relationship	 Outputs	 Outcomes	 Theme and Strategic objective met
<p>11 Unfair distribution of Digital infrastructure</p>	<ul style="list-style-type: none"> One digital exchange 	<ul style="list-style-type: none"> Library extension development Pavilion Facility development Stapleford Market and Flexible Office Space Indoor/outdoor market facility Co-working office space with meeting room and office facility on the first floor 	<ul style="list-style-type: none"> Through this initial investment, demand for better digital infrastructure will increase, encouraging investment from private sector partners. 	<ul style="list-style-type: none"> Excellent access to full fibre broadband for all commercial and residential dwellings in Stapleford 	<ul style="list-style-type: none"> Increased productivity for businesses Increased access of online services for residents 	<p>Excellent connectivity locally, regionally and nationally </p> <ul style="list-style-type: none"> Sustainable and inclusive economic growth 
<p>12 Climate change</p>	<ul style="list-style-type: none"> Dependence on car as primary mode of transport Inefficient publically owned buildings Lack of renewable energy infrastructure 	<ul style="list-style-type: none"> Cycle Super Highway Pavilion Facility development Library extension development Stapleford Market and Flexible Office Space Indoor/outdoor market facility Co-working office space with meeting room and office facility on the first floor 	<ul style="list-style-type: none"> Cycle Super Highway Decrease reliance on cars for local travel All building developments will be energy efficient and create renewable energy through various means 	<ul style="list-style-type: none"> Increase the number of journeys taken via active travel methods including walking and cycling Decrease the presence of vehicles within the town centre and other strategic sites around Stapleford Decrease the requirement for parking within the town centre and other strategic sites around Stapleford Meet the borough and town council's aim of becoming net zero carbon by 2027 	<ul style="list-style-type: none"> Reduced carbon footprint through reduced use of the private car and increased propensity to walk or cycle Improved health and wellbeing through lower air pollution levels around the town 	<p>Excellent connectivity locally, regionally and nationally </p> <ul style="list-style-type: none"> Develop Stapleford's strong connectivity further, with low carbon methods of transport including active travel means such as walking and cycling  <p>Sustainable and Inclusive Economic Growth </p> <ul style="list-style-type: none"> Expand the local business demographic by encouraging the arrival of new, environmentally sustainable inward investment  <p>Health and wellbeing improvement </p>



Section 03

Engagement and Delivery

- 3.1 Consultations
- 3.2 Stakeholder Meetings
- 3.3 MyTown Campaign
- 3.4 Social Media Promotions, Press Releases, Online Content
- 3.5 Direct Communications
- 3.6 Engagement Summary, Future Plans and Governance
- 3.7 Outline Delivery Plan

Engagement and delivery

3.0 Engagement and Delivery

Central to the development of this Town Investment Plan has been the thoughts, views, comments and overall feedback from the stakeholders.



Our objectives and ambitions have been to ensure local businesses and communities are involved in the generation of plans for the Town's future.

This has helped shape the individual interventions and funding ask to government. The overall [Communications and Engagement Plan](#) can be found in appendix 7.



Engagement Objectives	Outcome against objectives to date
<p>01</p> <p>Engage with at least 40% of the Stapleford population</p> <p>This will be measured through numbers of leaflets delivered, attendance at public events, web, email and social media statistics and number of consultation responses.</p>	<ul style="list-style-type: none"> a. Every household in Stapleford has received a leaflet outlining the Towns Deal and what it means for Stapleford. b. Email bulletins for Stapleford Town have been sent to over 4,000 recipients c. Promotion of, and engagement with the My Towns portal remains consistent d. Social media channels have been used extensively throughout the process, with posts on Facebook, Twitter and LinkedIn throughout
<p>02</p> <p>Engage with at least 75% of community, voluntary stakeholder groups based in Stapleford and surrounding areas</p> <p>This will be measured through the number of contacts made with the Stapleford based groups identified on the Council's stakeholder map.</p>	<ul style="list-style-type: none"> a. Contact has been made with all Stapleford based Community and voluntary groups that Broxtowe holds details for the masterplan consultation
<p>03</p> <p>Engage with at least 50% of private sector stakeholder groups/organisations based in Stapleford and surrounding areas</p> <p>This will be measured through those identified by the Economic Development Team (private sector) and their database of businesses.</p>	<ul style="list-style-type: none"> a. Social media posts via Broxtowe Borough Council's LinkedIn account have been tailored directly to businesses within the area. This channel has been used throughout the process b. Business Email Me updates have been sent, promoting the opportunities of the Towns Fund and project updates c. All Stakeholder meetings have been open to private sector businesses d. Extensive consultation has been done with the private sector members of the Executive Board and their Network of local businesses. See appendix 8 for more information about Executive Board Members.
<p>04</p> <p>Secure local support for Stapleford's Town Investment Plan</p> <p>This will be measured through the results of the final consultation on the plan.</p>	<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p>236 Final consultation responses in total</p> </div> </div> <div style="display: flex; align-items: center; margin-top: 20px;"> <div style="border-left: 1px solid #ccc; padding-left: 10px;"> <p>186 were residents</p> <p>5 were just business owners in the area</p> <p>15 from people that are both a business owner and resident</p> <p>30 from general project stakeholders (that do not fall under the other categories)</p> </div> </div>

Engagement with stakeholders has been carried out through a comprehensive communication strategy, since the first Executive Board meeting in January 2020.

At the beginning of this process, we set clear objectives for local business and community engagement; recognising that different stakeholders prefer to communicate and engage in different ways.

With this in mind, a mixture of digital, print and face-to-face channels are being utilised. This is vital to ensure that all citizens and groups can directly contribute to the Stapleford Town Deal process.

With the restrictions that were implemented in March due to the outbreak of corona virus, this engagement plan was reviewed and updated accordingly. Throughout we have made additional effort to engage those who are not as able to access digital platforms, made more important through these increased restrictions on face-to-face meetings. We have however had difficulty engaging with the private sector.

Whilst we have had limited engagement through Towns Fund communication activity, we have utilised the contact and feedback we have had through other means, such as Covid-19 business grant inquiries. This feedback has been used to develop the Covid-19 Recovery Support grant scheme we are proposing.



These activities included:

- Consultations; online and paper format
- Public meetings and other events; face-to-face and through video conferencing systems
- Newsletters; print and digital
- Press releases
- Online content
- Social media posts
- Direct communications – focus groups letters, emails and phone calls
- Town Council



3.1 Consultations

For the first phase of our consultation between 22nd January and 12th February 2020, residents, workers, local businesses and other stakeholders were asked to think about ways they think Stapleford could be improved.

Feedback was collated through a survey that was accessible online and in paper form. Promoted via social media channels, our Email Me bulletins and through a mail out; a platform of opportunity was provided, with respondents being asked to consider the whole of Stapleford as part of their feedback.

Residents were asked that any ideas submitted were aligned to at least one of the three Town Fund objectives:

1. Urban regeneration, planning and land use
2. Skills and enterprise infrastructure
3. Connectivity

Feedback from this consultation was collated and processed to understand respondent's priorities. Areas of importance included suggestions such as: New community hub, targeted education provision centre/local training facilities, better connectivity with tram/green corridors. More information can be found in the Initial Public Consultation Summary of Activity and Feedback at [appendix 9](#).

This consultation was supported with other activities including, a leaflet drop to every residential property, signposting to the government's MyTown portal and STF Stakeholder group meetings. [We received 210 responses, with some great feedback as to what residents wanted to see.](#)

This feedback was summarised and fed through to our masterplanners; appointed to process all of the ongoing feedback from each of the different stakeholders and produce a masterplan for Stapleford.

A visioning session was also held with both the Executive and Stakeholder Boards, to understand the aims for Stapleford. This included consultation with County, Borough and Town Councillors, Private Sector business people, local authority officers and community organisations.

Along with feedback from the MyTown portal, an initial masterplan was created for Stapleford based on this feedback. See appendix 5 for the Stakeholder engagement summary report.

The second phase of our consultation plans took place between 1st July and 17th July 2020, on the initial master plan proposals. With this consultation running during government Covid-19 restrictions, it was essential we supported residents and stakeholders to access these proposals. To do this, we displayed images of the proposed plans in the windows of retail shops in the town centre.

This included:

- Maps
- Overview of interventions
- Description of proposed plan
- Signposts to online form
- Contact details to request a hard copy of the form

In addition, the consultation was promoted on Broxtowe Borough Council's website, social media channels, email and through board members. 236 responses were received; 186 from residents, 5 business owners, 15 from both a business owner and resident, 30 from general project stakeholders.



Highlights include:

- Over half of respondents believed the plans addressed Stapleford Town Centre's challenges
- Respondents said they would be more likely to cycle in to the town centre if there was secure cycle parking
- Majority of respondents said that Stapleford would benefit from updated community facilities

Alongside these consultations, ongoing stakeholder engagement was also taking place.



3.2 Stakeholder Meetings

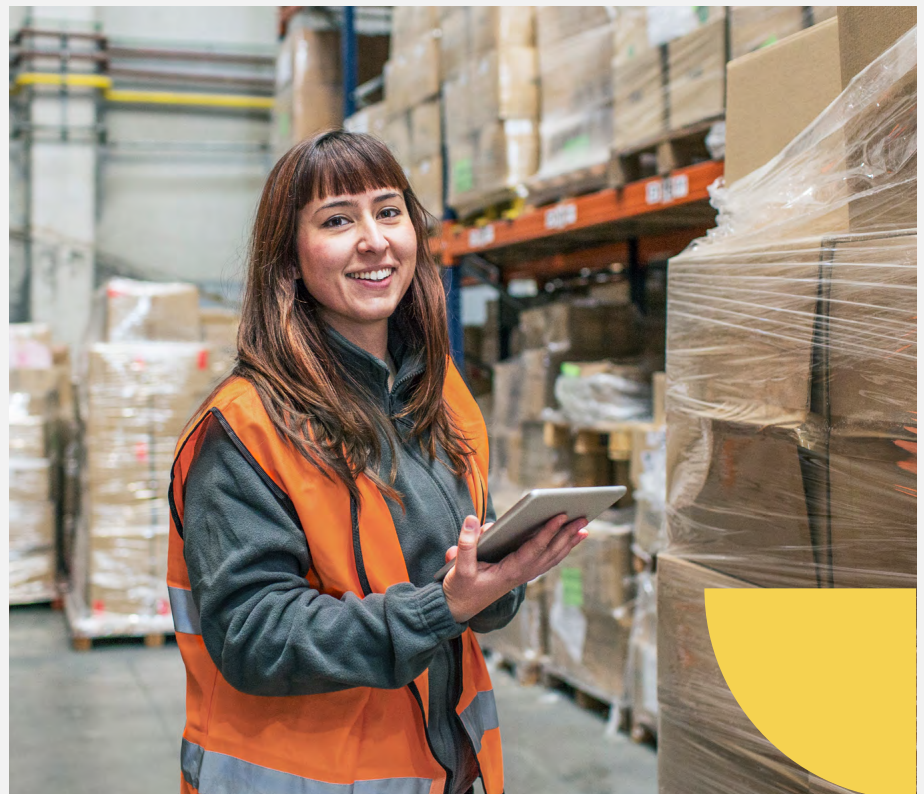
In addition to the wider Consultations, as part of our governance procedures, a Stakeholder group was formed.

Their role to review and feedback on the TIP process, acting as a critical friend to the Executive Board. See appendix 10 for the Terms of Reference for the group.

At these meetings a number of different topics were discussed including; the initial consultation, masterplan consultation, desired outcomes and the overall vision for Stapleford. Towards the latter stages of this process, the stakeholder board has become more of a working group, reviewing the ins and outs of each project.

This group has provided a strong platform for local businesses and community stakeholders to fully understand the objectives, enhance the vision with ideas, wants and needs and create a forum of transparency.

With a focus on ensuring that all stakeholders are heard, we have been able to gauge a wide net of opinion and options to complement the Town Fund objectives detailed above.



3.3 MyTown Campaign

To facilitate ideas generation and ensure people have the opportunity to continuously feed into the Town Deal process, the Government launched the #MyTown campaign, for all stakeholders to access and leave their feedback.

Broxtowe Council has utilised this service as an additional feedback method.

All comments and recommendations have been fed in to the masterplanning process for consideration as evidenced in appendix 9.



3.4 Social Media Promotions, Press releases, Online content

To ensure residents and stakeholders were updated continually throughout the process, social media has been used extensively, namely, Facebook, Twitter and LinkedIn.

We carried this social media campaign out in collaboration with a Communications Consultant, who were tasked with ensuring that our social media plan was centred around the key objectives, enabling us to ensure a wide reach within the local communities and local businesses.

As an example of our social media reach, within the month of July, a total of 22 social posts were created throughout our twitter, Facebook and LinkedIn pages. As a result, 9,181 impressions were recorded for Twitter, 3,426 daily page engagement for Facebook and 336 organic impressions for LinkedIn. Email bulletins have also been sent with Towns Deal updates, to both the Stapleford Town Centre and business support topics. In total these have been sent to over 4,000 subscribers, demonstrating the reach we have had with our social media campaign and email bulletins.

We have also supplemented the social media posts with blog posts and press releases to update wider Nottinghamshire partners on progress and plans for Stapleford. Each of the press releases have announced a key stage of the process and have been well received by the media community. Stakeholder blogs have been published since June, summarising the stakeholder meetings activities and can be found on the Broxtowe Borough Council website. Engagement evaluation summaries for the months June to October (when additional support was sought) can be found in appendix 11.



22

social media posts

9,181

Twitter impressions

3,426

daily Facebook engagement

336

LinkedIn organic impressions

4,000

subscribers reached

3.5 Direct communications

In the latter part of this process a number of focus groups have taken place to gain a more in depth insight in to specific groups wants and needs.

Engagement regarding the Cycle Super highway has taken place in conjunction with the local MP and his Push Bike Broxtowe forum meeting. Feedback was gained as to the practicalities of the proposed routes and suggestions for improvement

These have been fed back through to colleagues working up the proposals. Feedback has also been sought regarding the accessibility of the proposals with a number of informal conversations taking place in these initial stages to ensure complete accessibility for each project.

To ensure everyone has had the opportunity to comment, support has been sought from Broxtowe's housing support colleagues who have been speaking to residents during the pandemic restrictions about a number of things, one of which has been the Towns Deal. This has provided a great opportunity to gain feedback from a wider range of residents who would not have otherwise engaged in this process.



3.6 Engagement Summary, Future Plans and Governance

To summarise our engagement activity has utilised a variety of platforms to fully ensure that everyone’s voice is heard.

Our approach has left no stone unturned; we have afforded the opportunity to all local residents, charities, young people’s centres, businesses and other public sector organisations, taking comments on board for review by the Executive Board.

Engagement activity will continue in to the implementation stage of the TIP. During the creation of business cases for each project, further consultation will be carried out to ensure continued involvement of the local community and wider stakeholders.

Specific engagement is highlighted in the table below.

Future Consultation Plans; by Project

Project	Future Consultation Plans
Town Centre Enterprise Hub	Consultation with residents, local community organisations and schools as to the design proposals for this project.
Town Centre Traffic Management	Extensive consultation with residents in the area as to the proposals. This will be done in partnership with Nottinghamshire County Council Highways department.
Additional Learning Facility	Consultation with users as to what the space needs to improve the facility within the additional space this fund will create.
Covid-19 Recovery Fund	Ongoing conversations with businesses to gain feedback as to what funding support is required for, in terms of business recovery activity.
Cycle Super Highway	Consultation with public on proposed routes and type of facility. Consultation on requirements of secure cycle parking facilities.
Pavilion Facility	Engagement with Stapleford Young People’s centre, STFC and other community organisations as to what this facility should look like.

You said: "We would like some event space, including public realm space in the town centre"

We did: We are proposing a new central flexible space in the town centre to facilitate local events.

You said: "We would like a full cycling network to connect key sites such as Erewash valley trail and the town centre"

We did: In partnership with Nottinghamshire County Council we are proposing an extensive cycle network that connects to the Erewash Trail and town centre.

You said: "Disability access to the town needs improving"

We did: Every facility proposed as part of this fund will be 100% accessible to all. With additional consultation happening to ensure this happens.

You said: "Stapleford would benefit from an increase in the evening/night time economy"

We did: We are proposing to create space that can be used in the evening for street food venues and other evening entertainment, expanding the high street offer.

The Towns Deal Executive Board will continue to oversee programme management of the Fund, making strategic decisions and consulting on individual projects when required. The Terms of Reference for the group will be continually reviewed and updated, along with membership. Mandatory roles will continue however we may look to appoint area specialists to the board to consult on certain projects within the programme. The stakeholder group will continue to run alongside the Executive Board offering support for the initiatives identified in this plan.

Broxtowe Borough Council will hold the role of accountable body for this programme of projects. Each project will be developed to a HM Green Book compliant full business case which will be reviewed by officers with area specialisms, qualified to Prince 2 practitioner level.

For further information about the overall delivery programme please see section 3.7 Outline Programme Plan.



You said: "Stapleford needs updated Community facilities"

We did: We are proposing to create a new, central community facility on Hickings Lane Recreation Ground.

You said: "Stapleford needs a new local training facility, to ready people for the HS2 development employment opportunities"

We did: We are creating a stepping stone progression route for residents to upskill, in readiness for HS2 and wider developments.

3.7 Outline Programme Plan

Indicative Towns Fund Programme

Project	Start	Finish	2021												2022												2023												2024												2025	
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Cycle Network																																																				
Site Surveys	Apr-21	Jun-22	Administrative tasks																																																	
Traffic Modelling at key junctions	May-21	Sep-22	Administrative tasks																																																	
Land purchase investigations & actions	Apr-21	Mar-23	Administrative tasks																																																	
Outline Design of routes	Aug-21	May-25	Administrative tasks																																																	
Public consultation on outline designs	Nov-21	Jul-25	Administrative tasks																																																	
Detailed Design of routes	Dec-21	Oct-25	Administrative tasks																																																	
Construction contract lead in	Mar-22	Nov-25	Administrative tasks																																																	
Construction of routes	Apr-22	Mar-26	Onsite construction works																																																	
Town Centre Traffic Management Strategy																																																				
Scheme Feasibility study	Aug-20	Mar-21	Administrative tasks																																																	
Traffic Modelling	Jan-21	Jun-21	Administrative tasks																																																	
Land ownership	Nov-20	Feb-22	Administrative tasks																																																	
Public Consultation	May-21	Jul-21	Administrative tasks																																																	
Full Business Case work commences	Jul-21	Feb-22	Administrative tasks																																																	
Planning Application	Jan-22	Summer 2022	Administrative tasks																																																	
Detailed Design	Jan-22	Ongoing	Administrative tasks																																																	
Land acquisition	Summer 2021	Ongoing	Administrative tasks																																																	
Writing of CPO Orders	Aug-22	Dec-22	Administrative tasks																																																	
Making of Orders	Jan-23	Feb-23	Administrative tasks																																																	
Publication of Orders	Mar-23	May-23	Administrative tasks																																																	
Relevant Date	May-23	Jul-23	Administrative tasks																																																	
Public Inquiry	Jan-24	Mar-24	Administrative tasks																																																	
Full Approval Submission	Apr-24	Jun-24	Administrative tasks																																																	
Appoint contractor	Summer 2024		Administrative tasks																																																	
Commence Works	Autumn 2024		Onsite construction works																																																	
Town Centre Enterprise Hub																																																				
Viability, design proposals & OBC	Feb-21	Apr-21	Administrative tasks																																																	
Public Consultation	Apr-21	May-21	Administrative tasks																																																	
Planning application	Jun-21	Aug-21	Administrative tasks																																																	
Planning consent	Aug-21	Nov-21	Administrative tasks																																																	
Tender drawings & specification	Jul-21	Dec-21	Administrative tasks																																																	
Contractor procurement	Dec-21	Feb-22	Administrative tasks																																																	
FBC Completion		Mar-22	Administrative tasks																																																	
Site clearance & demolition	Mar-22	Jun-22	Onsite construction works																																																	
Construction	Jul-22	Apr-23	Onsite construction works																																																	

- Key**
- Administrative tasks
 - Onsite construction works

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